

BPA – WEATHERIZATION MESSAGING & COPY LIBRARY

Weatherization – Messaging

Definition

Weatherization refers to a set of or individual actions a homeowner can take to reduce the loss of conditioned air to the outside through convection and conduction (or the infiltration of heat/cold from the outside). Air Sealing helps ensure that fresh air comes into the home through intentional sources and not through unintentional sources like gaps in the foundation, ducts, or building cavities. Insulation minimizes radiant loss of heat and cool directly through the outside shell of the home

Weatherizing a home can include any of these measures for reducing these losses or preventing infiltration:

- Air sealing through
 - Caulking cracks and gaps around windows, doors, ducts and other building envelope penetrations.
 - Weather-stripping around windows and doors
- Installing efficient doors and windows
- Insulating attics, walls, and crawl spaces.
- Insulating and sealing ducts.

Value Proposition

Weatherization increases your comfort, reduces the waste of heated and cooled air by sealing and/or insulating your home, and can help to improve your home's overall air quality and durability. Trained technicians will identify problem areas and make recommendations for the most effective measures. Your utility is here to help with information and financial incentives.

Overall Message

Weatherizing your home will reduce your heating costs and improve your home's comfort and air quality by eliminating the loss of conditioned air to the outside through leaks and the lack of proper insulation. This will reduce the energy and money being wasted while trying to keep your home comfortable. A trained technician can identify hidden losses and make recommendations for the most cost-effective steps you can take to weatherize your home. Your utility is here to help with information and financial support.

Messaging Themes

1. Be more comfortable in your home, no matter the season

- Air sealing your home will reduce or eliminate drafts and cold spots.
- Insulation keeps the warm air in the winter and the cool air in summer helping to keep your house comfortable no matter the season.
- Air sealing and insulation improve the overall comfort of your home, eliminating drafts or hot spots.
- Duct sealing and insulation helps ensure that conditioned air stays in your home, rather than leaking out of your ducts into your crawl space or attic.
- A properly weatherized house will be comfortable for years. Weatherization actions like air and duct sealing, insulation and window upgrades are durable, -lasting improvements that provide you long term comfort and savings.

2. Reduce energy waste

- Without weatherization the energy you use to heat and cool your house is wasted as air leaks out of your house from cracks and gaps or is simply lost because there is not enough insulation to keep it in.

- Gaps and cracks in your home's exterior exist around windows and doors but also in places that are out of sight like attics and crawl spaces; these openings you don't even know are there contribute to a significant amount of energy waste.
- Sealing duct work helps ensure that your heating and cooling system is able to get conditioned air where you want it, in your home, rather than wasting it by heating/cooling your attic or crawl space.
- Without the proper amount of insulation in your walls, attics and crawl spaces your home will not be able to hold in the heating and cooling your furnace or AC provides; it will lose heat through conduction even without a crack for air to escape from.

3. Reduce energy costs

- Keeping your heated or cooled air inside your home means your heating and cooling systems won't have to work as hard, reducing the money you spend to heat and cool your home.
- Since home heating and cooling often make up ___% of your monthly energy bill, this savings can be significant.
- Utility incentives can help to offset the cost of weatherizing your home in some cases by as much as___.

4. A trained technician will help identify areas of energy waste

- A trained contractor will have the tools and experience necessary to address those areas that need improvement to eliminate drafts and keep your home at a comfortable temperature year round.
- Trained contractors can help find areas of hidden waste, where you are wasting energy without knowing it.
- Contractors can explain the purpose of your different weatherization options (air sealing, insulating, and the benefits of window upgrades) and make recommendations for the most cost effective things you can do to improve your comfort.
- Qualified contractors are trained in how to find and properly seal leaky ductwork to save you money and keep your home more comfortable.
- Your utility can help you find a contractor who can help you weatherize your home and ensure that you understand the utility rebate offers available to you.

5. Your Utility is here to help

- You can find more information about residential weatherization at www.yourutility.com.
- You might qualify for incentives from your utility to help offset the cost of specific weatherization measures, in some cases by as much as ____.

Weatherization – Customer — LONG COPY

LOGO: It's a good place to be.

IMAGE: Kid wearing cape and tin foil helmet

HEAD: **Fighting home energy waste – that’s what heroes do.**
COPY: **Home weatherization can reduce energy waste and provide long-lasting comfort for your family.**

SUBHEAD: **Season-Proof Your Home**

COPY: Whether you’re trying to keep warm in the winter or cool in the summer, weatherizing your home keeps you comfortable all year long. Adding insulation, sealing around windows and doors or installing more efficient windows and doors reduces energy waste and can lower your energy bills.

SUBHEAD: **A Little Help From Your Utility**

COPY: Gaps and air leaks aren’t always easy to spot, but they are wasting significant amounts of energy. (Insert utility name here) can recommend a contractor to identify all the areas in your home where energy is being wasted and they’ll recommend the most cost effective solutions. With the right upgrades, you may also be eligible for incentives from (Insert utility name here).

Take control of energy waste and make your home *a good place to be*.

CTA: Find more information about our weatherization program at yourutility.com or [call us at XXX-XXX-XXXX](tel:XXX-XXX-XXXX).

Weatherization – Customer — MEDIUM COPY

LOGO: It’s a good place to be.

IMAGE: Kid wearing cape and tin foil helmet

HEAD: **Fighting home energy waste – that’s what heroes do.**

SUBHEAD: **Season-Proof Your Home**

COPY: **Home weatherization can reduce energy waste and provide long-lasting comfort for your family.**

Adding insulation, sealing around windows and doors or installing more efficient windows and doors helps reduce waste and keep you comfortable in your home all year long. (Insert utility name here) can recommend a contractor to identify where energy is being wasted and suggest the most cost effective solutions. With the right upgrades, you may also be eligible for incentives from (Insert utility name here).

Take control of energy waste and make your home *a good place to be*.

CTA: Find more information about our weatherization program at yourutility.com or [call us at XXX-XXX-XXXX](tel:XXX-XXX-XXXX).

Weatherization – Customer — SHORT COPY

LOGO: It's a good place to be.

IMAGE: Kid wearing cape and tin foil helmet

HEAD: **Fighting home energy waste – that's what heroes do.**

COPY: Air leaks and inadequate insulation waste a lot of the energy used to heat and cool your home. (Insert utility name here) can recommend a contractor to help you weatherize your home, keeping you more comfortable year round and saving you money on energy bills. With the right upgrades, you could also be eligible for incentives from (Insert utility name here).

Take control of energy waste and make your home *a good place to be*.

CTA: Find more information about our weatherization program at yourutility.com or call us at XXX-XXX-XXXX.

Weatherization – Partner — LONG COPY

HEAD: **Help make homes more comfortable and reduce energy waste with weatherization solutions from your utility.**

SUBHEAD: **Season Proof Your Customers' Homes**

COPY: Many homeowners aren't aware of the gaps and air leaks around their homes, or that they may need more insulation. Basic weatherization can go a long way in reducing energy waste and making homes more comfortable.

By working with your customers to add insulation and eliminate air leaks, you can help them save money on their energy bills, and keep them comfortable year round.

SUB: **These Homes Need Your Help**

COPY: You have the expertise to identify areas in a home where energy is being wasted and suggest cost effective weatherization measures. (Insert utility name here) is here to support you with tools to educate homeowners, and incentives to reduce installation costs.

CTA: Contact (Insert utility name here) about weatherization programs and the incentives available at yourutility.com or call us at XXX-XXX-XXXX.

Weatherization – Partner — MEDIUM COPY

HEAD: **Help make homes more comfortable and reduce energy waste with weatherization solutions from your utility.**

SUBHEAD: **Season Proof Your Customers' Homes**

COPY: Basic weatherization can go a long way in reducing energy waste and making homes more comfortable.

COPY: You have the expertise to identify gaps and air leaks around your customers' homes and make cost effective recommendations to help them save on their energy bills. (Insert utility name here) is here to support you with tools to educate homeowners and incentives to reduce installation costs.

CTA: Contact (Insert utility name here) about weatherization programs and the incentives available at yourutility.com or call us at XXX-XXX-XXXX.

Weatherization – Partner — SHORT COPY

HEAD: **Help make homes more comfortable and reduce energy waste with weatherization solutions from your utility.**

COPY: Identify air leaks and under-insulated areas of your customers' homes to make cost effective recommendations to help them save on energy bills. (Insert utility name here) offers tools to educate homeowners and incentives to reduce installation costs.

CTA: Contact (Insert utility name here) about weatherization programs and the incentives available at yourutility.com or call us at XXX-XXX-XXXX.