

# MAIN STREET EFFICIENCY ACT SUPPORTER TOOLKIT

Thank you for supporting the Main Street Efficiency Act. With the bill moving forward in both the House and Senate, we are launching a communications campaign to expand our pool of congressional champions, energize outside support, and ultimately ensure the largest chance of the legislation reaching the president's desk. We are depending on supporters like you to spread the word about why the Main Street Efficiency Act matters to a wide audience. In this toolkit, you'll find sample social media posts, graphics, and talking points. **You can also participate in our advocacy campaign by [sending a letter to your representatives](#) in support of Main Street or [sharing a link to the advocacy alert](#) with your supporters.**

**Do you have examples or case studies of a small business that has benefitted from energy efficiency upgrades?** Or are you interested in writing a blog for the Alliance's [Blog to Save Energy](#) to explain why your organization supports Main Street? Please contact Alliance Communications Director Ellie Rutledge Silver ([esilver@ase.org](mailto:esilver@ase.org)) and Communications Associate Ellie Long ([elong@ase.org](mailto:elong@ase.org)) to let us know, or to ask any other questions.

## SOCIAL MEDIA POSTS

If you are not doing so already, follow us on [Twitter](#) and [LinkedIn](#) and like us on [Facebook](#) so you can tag the Alliance in your posts. You can use the sample posts below, or build your own with the following details:

- o Alliance Twitter handle: @ToSaveEnergy
- o Congressional handles:
  - o @PeterWelch
  - o @SenCortezMasto
  - o House Energy & Commerce Democrats: @energycommerce
  - o House Energy & Commerce Republicans: @HouseCommerce
  - o Senate Energy and Natural Resources Democrats: @EnergyDems
  - o Senate Energy and Natural Resources Republicans: @EnergyGOP
- o Hashtags:
  - o #MainStreet
  - o #smallbusiness
  - o #smallbiz
  - o #energyefficiency
  - o #climate

- o #GHG

### Sample Twitter posts:

- Action alert:
  - o We need your help: Tell Congress to help #smallbusinesses save money and lower their #CO2 emissions by passing the #MainStreet Efficiency Act of 2021. It just takes a minute to send a letter: <https://bit.ly/takeactionEE> #energyefficiency @ToSaveEnergy
- Op-eds:
  - o For @JMPPhillyDeli in Wilmington, NC, #energyefficiency upgrades led to \$10K in savings - a huge boost for economic recovery. Find out how the #MainStreet Efficiency Act could bring these savings to #smallbusiness nationwide in an op-ed:  
<https://www.starnewsonline.com/story/opinion/2021/09/03/opinion-funding-needed-small-businesses-economys-backbone/5587041001/>  
@tosaveenergy
  - o Must-read story by the director of a @Habitat\_org chapter on how #energyefficiency retrofits at a local store are sending \$1000s a year back into the community. The #MainStreet Efficiency Act could make this possible for #smallbiz everywhere:  
<https://www.heraldnet.com/opinion/comment-utility-grants-helping-small-business-keep-lights-on/> @ToSaveEnergy
- General social:
  - o Introduced by Rep. @PeterWelch & @SenCortezMasto, the #MainStreet Efficiency Act would reinvest in minority-owned #smallbusiness, create jobs, & prepare for #climate change all at the same time. Read why Congress must quickly enact:<https://bit.ly/3rTwaQi> @ToSaveEnergy
  - o We're calling on Congress to enact the #MainStreet Efficiency Act of 2021. @energycommerce @housecommerce @EnergyDems @EnergyGOP can help millions of #smallbusinesses save \$ through #energyefficiency.<https://bit.ly/3rTwaQi> @ToSaveEnergy
  - o Energy costs can be one of the top expenses for #smallbusiness owners. Congress can prevent precious payroll from leaking out of windows with the #MainStreet #EnergyEfficiency Act. Let's move on this legislation today: <https://bit.ly/3rHLpvE> @ToSaveEnergy
  - o Buildings account for around 40% of U.S. energy use. Let's help #smallbusiness lead in the green buildings of the future with a federal grant program for #energyefficiency upgrades – saving the planet #GHG emissions & owners precious revenue. <https://bit.ly/3rHLpvE> @ToSaveEnergy
  - o Too often, those who would most benefit from #energyefficiency upgrades can't afford the upfront costs. A federal grant program could help

#smallbusiness owners, especially in diverse communities, achieve years of energy \$ savings. [@ToSaveEnergy](https://bit.ly/3rHLpvE)

- o Nearly 300,000 #energyefficiency jobs were lost in 2020 - and the vast majority of these jobs are at small businesses. We could help restore these jobs with a grant program helping small business owners make efficiency retrofits. Learn more: [@ToSaveEnergy](https://bit.ly/3rHLpvE)
- o Congress could help American #smallbusiness save \$6.2 billion in energy costs by passing the #MainStreet Efficiency Act – a lifeline to recovery after #COVID19. @HouseCommerce @energycommerce @EnergyDems @EnergyGOP should act on this legislation now: [@ToSaveEnergy](https://bit.ly/3rHLpvE)
- o We can cut #CO2 emissions by 40 million tons - while supporting #smallbusiness. Learn why Congress should quickly enact Rep. @PeterWelch & @SenCortezMasto's #MainStreet Efficiency Act. [@ToSaveEnergy](https://bit.ly/3rHLpvE)
- o Many #smallbusinesses are still closed due to #COVID19. We're calling on Congress to pass the #MainStreet Efficiency Act to build long-term financial viability through #energyefficiency savings. [@HouseCommerce @EnergyCommerce @energydems @EnergyGOP](https://bit.ly/3rHLpvE)
- o The #MainStreet Efficiency Act:
  - ✓ Supports #SmallBusiness
  - ✓ Creates jobs
  - ✓ Mitigates #climate change
 By providing low and no-cost #energyefficiency upgrades. Congress should pass this legislation today. [@ToSaveEnergy](https://bit.ly/3rHLpvE)
- o Every dollar counts for #smallbusiness owners, especially after an unprecedented year. A federal grant program for #energyefficiency upgrades could help create long-term financial viability through energy cost savings. Learn more: [@ToSaveEnergy](https://bit.ly/3rHLpvE)

#### Sample LinkedIn/Facebook posts:

- Action alert:
  - o We need your help: Tell Congress to help #smallbusinesses save money and lower their carbon emissions by passing the Main Street Efficiency Act of 2021. It just takes a minute to send a letter to your representatives: <https://bit.ly/takeactionEE>
- Op-eds:
  - o For a local deli in Wilmington, N.C., energy efficiency upgrades led to \$10,000 in annual savings - a huge boost for economic recovery. Find out how the Main Street Efficiency Act could bring these savings to #smallbusiness nationwide in an op-ed:

<https://www.starnewsonline.com/story/opinion/2021/09/03/opinion-funding-needed-small-businesses-economys-backbone/5587041001/>

- Must-read story by the director of a Habitat for Humanity chapter on how energy efficiency retrofits at a local store are sending \$1000s a year back into the community. The Main Street Efficiency Act could make this possible for #smallbiz everywhere:  
<https://www.heraldnet.com/opinion/comment-utility-grants-helping-small-business-keep-lights-on/>
- Post-introduction:
  - Energy costs can be one of the top expenses for #smallbusiness owners. Congress can prevent precious payroll from leaking out the windows with the Main Street Efficiency Act, which would provide #energyefficiency upgrades to small businesses at little or no cost. Let's move on this legislation today: <https://bit.ly/3rHLpvE>
  - Too often, those who would most benefit from #energyefficiency upgrades can't afford the upfront costs. A federal grant program for no and low-cost upgrades could help #smallbusiness owners, especially in diverse communities, achieve years of energy savings.<https://bit.ly/3rHLpvE>
  - Nearly 300,000 #energyefficiency jobs were lost in 2020 - and the vast majority of these jobs are at small businesses. We could help restore these jobs with a grant program helping small business owners make efficiency retrofits. Learn more: <https://bit.ly/3rHLpvE>
  - Buildings account for around 40% of U.S. energy use. Let's help #smallbusiness lead in the green buildings of the future with a federal grant program for #energyefficiency upgrades - saving the planet carbon emissions and owners precious revenue. <https://bit.ly/3rHLpvE>
  - Congress could help American #smallbusiness save \$6.2 billion in energy costs by passing the Main Street Efficiency Act – a lifeline to recovery after COVID-19. Learn more about how this legislation would work, and why it must be enacted this Congress: <https://bit.ly/3rHLpvE>
  - We can cut carbon emissions by 40 million tons – while supporting #smallbusiness. Learn how Congress could make this the reality with the Main Street Efficiency Act. <https://bit.ly/3rHLpvE>
  - The Main Street Efficiency Act:
    - ✓ Supports small business
    - ✓ Creates jobs
    - ✓ Mitigates climate change
 All with a federal grant program helping provide #energyefficiency retrofits to small businesses across the nation. Congress should pass this Act today. <https://bit.ly/3rHLpvE>

- o Every dollar counts for #smallbusiness owners, especially after an unprecedented year. A federal grant program for #energyefficiency upgrades could help build long-term financial viability through energy cost savings. Learn more: <https://bit.ly/3rHLpvE>

## **SOCIAL MEDIA GRAPHICS**

To download the graphics below, right click on the image and select “open link.” From the new window that opens, click download in the upper right corner.

### ECONOMIC RECOVERY FOR SMALL BUSINESSES BY THE NUMBERS



Around one-third of small businesses remain closed compared to January 2020.



Close to 60% of minority-owned SMBs are "highly concerned" about staying afloat through end of the COVID-era.



272,000 energy efficiency workers lost their jobs in 2020, the vast majority at small businesses.



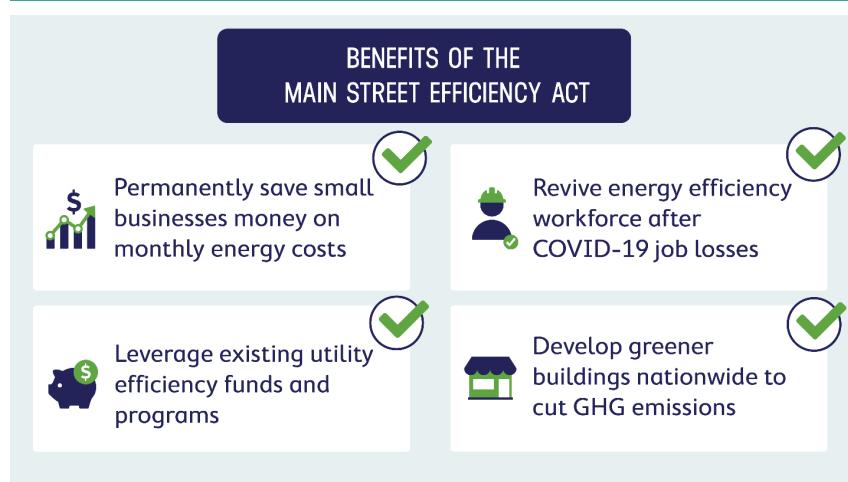
Energy costs can be one of the top expenses for small businesses. 30% could be saved through efficiency improvements.

TELL CONGRESS TO HELP SUPPORT SMALL BUSINESSES AND PASS THE MAIN STREET EFFICIENCY ACT.

### HOW IT WORKS

Federal Funds

Invest federal funds to **SUPPLEMENT** existing utility incentives for energy efficiency upgrades at small businesses, **PERMANENTLY** reducing their energy costs at little or no-cost to owners.



### BENEFITS OF THE MAIN STREET EFFICIENCY ACT



Permanently save small businesses money on monthly energy costs



Revive energy efficiency workforce after COVID-19 job losses



Leverage existing utility efficiency funds and programs



Develop greener buildings nationwide to cut GHG emissions





"The Main Street Efficiency Act gives us the ability to make vital, lasting financial investments in our nation's small businesses, while also tackling the climate crisis head on."

REP. PETER WELCH  
U.S. CONGRESSMAN, VERMONT

READ THE FULL STATEMENT AT ASE.ORG/NEWS

ALLIANCE TO SAVE ENERGY using less. doing more.



"By helping small businesses and minority-owned businesses make energy efficiency upgrades, the Main Street Efficiency Act ensures they build back stronger with permanent energy cost savings and a healthier, more environmentally-friendly space."

PAULA GLOVER  
PRESIDENT  
ALLIANCE TO SAVE ENERGY

READ THE FULL STATEMENT AT ASE.ORG/NEWS

ALLIANCE TO SAVE ENERGY using less. doing more.



"This grant program would help small businesses become more sustainable and make much-needed energy efficiency upgrades without having to shoulder the costs themselves ... I'll continue to focus on commonsense solutions that help combat climate change and allow our small businesses to focus on providing good-paying jobs and stimulating our economy."

SEN. CATHERINE  
CORTEZ MASTO  
U.S. SENATOR, NEVADA

READ THE FULL STATEMENT AT ASE.ORG/NEWS

ALLIANCE TO SAVE ENERGY using less. doing more.



"Decades of data and real-world experience show that program participation rates skyrocket when the projects are offered at no-cost to the customer, and that the savings generated by the projects are typically redirected by small businesses into hiring and the expansion of operations."

ADAM PROCELL  
CHIEF STRATEGY OFFICER  
WILLDAN

READ THE FULL STATEMENT AT ASE.ORG/NEWS

ALLIANCE TO SAVE ENERGY using less. doing more.

## TALKING POINTS

- **Background:** Small businesses are the backbone of our economy, employing about half of the nation's private workforce. But this past year has been devastating: more than a third of small businesses still remain closed compared to January 2020, with minority-owned small businesses often the most impacted. While policies like the Paycheck Protection Program offered a lifeline to businesses throughout the pandemic, we must get programs in place to help businesses achieve long-term financial viability that will better insulate them from future shocks.
- **What to do:** The Main Street Efficiency Act, introduced by Rep. Peter Welch (D-Vt.) in the House and Sen. Catherine Cortez Masto (D-Nev.) in the Senate, would create a Department of Energy grant program to help small businesses make low to no-cost efficiency upgrades.
  - Currently, three-quarters of U.S. utilities offer demand side management programs that can help small businesses afford energy efficiency improvements. However, the full cost of the upgrade is rarely covered. This program would match existing incentives to close the cost gap and make upgrades affordable to *all* small business owners.
  - The savings offered by these efficiency improvements could make the difference between a small business thriving or being forced to shut its doors: Energy costs can be one of the top expenses for small businesses, and efficiency improvements can reduce these costs by up to 30%. The Main Street Efficiency Act means less money spent on keeping the lights on and more available to pay workers a livable wage and expand operations.
  - The Main Street Efficiency Act prioritizes awards to utilities that utilize diverse suppliers and serve diverse small businesses, helping to overcome barriers to efficiency's benefits.
  - And finally, because more than 80% of energy efficiency companies *are* small businesses with fewer than 20 employees, this program is really about small business helping small business: creating local work for efficiency workers while allowing small business owners to look forward to smaller numbers on their energy bills every single month.