

 Residential Energy
Efficiency Programs
*Communication
toolkit for community
organizations.*





PSE&G customers across New Jersey are invited to participate in residential energy efficiency programs. These initiatives help residents save money and keep their homes safe, healthy, and comfortable.

Making homes more energy efficient supports New Jersey's goal of reducing the emissions that contribute to climate change. Some community members may be unaware or hesitant to take advantage of PSE&G's energy efficiency programs. Your organization can help inform residents about available incentives.

The **PSE&G Residential Energy Efficiency Programs Communication Toolkit** contains valuable information to share with your community. Download the toolkit at pseg.com/CommunityOrg to access print and digital resources, including:

- **Newsletter Content:** Use this information for an article in a newsletter, in an email message, or on your website.
- **Social Media Posts With Graphics:** Use these sample messages and graphics when communicating via Facebook, Twitter, or other social platforms. Please be sure to tag us: @PSEG on Facebook and Instagram and @PSEGDelivers on Twitter.
- **Fact Sheet:** Share this information with your audience to help answer questions.

We appreciate your collaboration as we strive to inform communities about these valuable incentives. [Register to become a PSE&G Community Ally](https://pseg.com/CommunityOrg) to access additional resources and benefits for your organization. For more information about PSE&G's residential energy efficiency programs, visit pseg.com/HomeEnergy.

Note: This organization is not affiliated with PSE&G and cannot make eligibility determinations. Certain conditions may apply; visit pseg.com/HomeEnergy for program details.

Newsletter content.

Copy and Paste → Use this information for an article in a newsletter, in an email message, or on your website.

Did you know PSE&G residential energy efficiency programs can help you save money and energy while keeping you safe, healthy, and comfortable at home? We are partnering with PSE&G to inform customers about these important programs.

You may be eligible for the PSE&G [Home Weatherization Program for Income-Qualified Customers](#), which provides a free energy assessment to identify energy-saving opportunities throughout your home. Depending on your home's needs, you also may receive up to \$7,500 in energy efficiency, health, and safety upgrades at no cost!* Visit pseg.com/HomeWeatherization or call **1-855-846-2895** to schedule an appointment.

PSE&G has other home energy assessment options if the Home Weatherization Program is not right for you. Use the interactive tool at pseg.com/HomeAssessments to find the program that works best for your household. Residential customers can save on select high-efficiency products and reduce energy costs through:

- **Appliance Rebates:** Find deals on a variety of ENERGY STAR® certified appliances for your home, such as refrigerators, smart thermostats, and more.
- **Appliance Recycling:** Let PSE&G haul away your old, working appliances for recycling.
- **HVAC Instant Rebates:** Save on qualifying ENERGY STAR certified heating and cooling equipment.

We hope you will take advantage of these PSE&G programs that can help you make smart energy choices and save money. For more information, visit pseg.com/HomeEnergy.

Note: This organization is not affiliated with PSE&G and cannot make eligibility determinations. Certain conditions may apply; visit pseg.com/HomeEnergy for program details.



* To be planned for a future visit. Determined on a home-specific basis

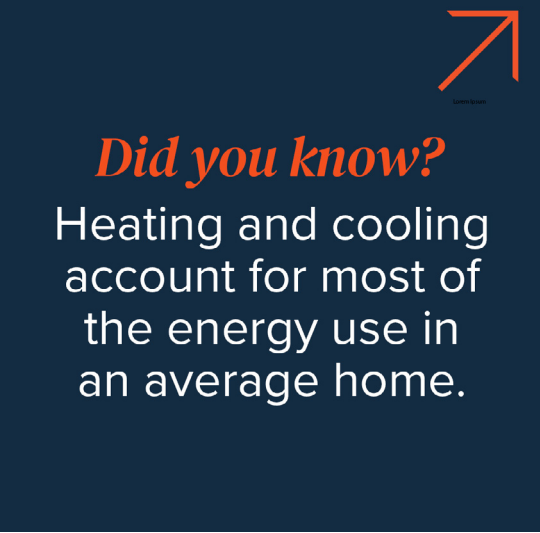

Social media posts with graphics.

Copy and Paste → Use these sample messages and graphics when communicating via Facebook, Twitter, Instagram, or other social platforms.

Please note: These social media images are licensed for this purpose only. Please do not use them to create other materials.

Tag Us → **Facebook:** @PSEG **Twitter:** @PSEGDelivers **Instagram:** @PSEG

Graphic	Message
 <p data-bbox="126 1081 662 1186">Is your home hot?</p>	<p data-bbox="711 646 1421 787">Is your home hot? PSE&G can help you figure out why. See if you are eligible for PSE&G's Home Weatherization Program for Income-Qualified Customers and up to \$7,500 in energy efficiency, health, and safety upgrades.</p> <p data-bbox="711 835 1226 903">Learn more: https://bit.ly/PSEGPrograms #PSEGCommunityAlly #BeCool</p>
 <p data-bbox="126 1675 662 1780">Is your home drafty?</p>	<p data-bbox="711 1241 1388 1344">Is your home drafty? You may qualify for no-cost weatherization help from PSE&G. Home upgrades can include insulation in walls, ceilings, and attic.</p> <p data-bbox="711 1392 1226 1459">Learn more: https://bit.ly/PSEGPrograms #PSEGCommunityAlly #SaveMoney</p>

Graphic	Message
 <p><i>Did you know?</i> Heating and cooling account for most of the energy use in an average home.</p>	<p>#DYK heating and cooling account for most of the energy use in an average home?</p> <p>See if you are eligible to receive a free energy assessment—and up to \$7,500 in energy efficiency, health, and safety upgrades at no cost.</p> <p>Learn more: https://bit.ly/PSEGPrograms #PSEGCommunityAlly #StayCool</p>
 <p><i>Did you know?</i> 9 out of 10 U.S. homes are under-insulated and drafty.</p>	<p>#DYK nine out of 10 U.S. homes are under-insulated and drafty?</p> <p>You may qualify for no-cost weatherization help from PSE&G. Save money and keep your home safe, healthy, and comfortable!</p> <p>Learn more: https://bit.ly/PSEGPrograms #PSEGCommunityAlly</p>

Graphic



➤ Save *energy* for dancing.

Message

Celebrate getting the most out of every dollar you spend on energy. PSE&G rebates and services can help you use less energy and save money.

Learn more: <https://bit.ly/PSEGHHomeEnergy>
#PSEGCommunityAlly #Dance



➤ Save *energy* for friends.

Expecting guests? Keep your home cool in summer, warm in winter, and comfortable all year.

See if you are eligible for a free energy assessment and up to \$7,500 in energy efficiency, health, and safety upgrades—such as heating and cooling equipment tune-ups—at no charge.

Learn more: <https://bit.ly/PSEGPrograms>
#PSEGCommunityAlly #Friends

Graphic



➤ Save *energy* for your future.

Message

As you plan for your future, know that PSE&G residential energy efficiency programs can save you money and energy.

See if you are eligible to receive a free energy assessment to pinpoint energy-saving opportunities—as well as up to \$7,500 in energy efficiency, health, and safety upgrades at no cost.

Learn more: <https://bit.ly/PSEGPrograms>
#PSEGCommunityAlly #BrightFuture



➤ Save *energy* for volunteering.

Save energy and time for volunteering. Let a certified energy adviser identify where your home might be wasting energy. See if you qualify for a free energy assessment and up to \$7,500 in energy efficiency, health, and safety upgrades.

Learn more: <https://bit.ly/PSEGPrograms>
#PSEGCommunityAlly #Volunteer

Graphic



➤ Save *energy* for our planet.

Message

#EnergyEfficiency helps lower carbon emissions by reducing the amount of energy we consume. Adjusting your energy habits at home is easy. Turn off lights, unplug electronics, and get free expert advice on improving your home's energy efficiency from PSE&G.

Get started today: <https://bit.ly/PSEGHomeEnergy>
#PSEGCommunityAlly

energy

➤

PSE&G Home Energy Assessment Tool

1 Are you an active PSE&G customer?

- Yes
- No
- I don't know

2 How many people reside in your home?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

A home energy assessment is a simple way to get the most out of every dollar you spend on energy. Use the PSE&G Home Energy Assessment Tool to find out which home energy assessment is right for you.

Learn more:

<https://bit.ly/PSEGHomeEnergyAssessments>
#PSEGCommunityAlly

Fact sheet.

Download → Share it with your team and community to help answer questions.



**Reducing your energy use?
Now that's a reason
to celebrate.**
So is saving money.

Find Rebates

- Appliance Rebates**
Find deals on a variety of ENERGY STAR® certified appliances for your home.
pseg.com/Rebates
- Appliance Recycling**
Let us haul away your old, working appliances for recycling.
pseg.com/Recycling
- HVAC Instant Rebates**
Save on qualifying ENERGY STAR® certified heating and cooling equipment.
pseg.com/HVACRebates

Get Expert Advice

- Home Weatherization Program for Income-Qualified Customers***
See if you qualify for a free home energy assessment—and up to \$7500 in energy efficiency, health, and safety upgrades at no cost.
pseg.com/HomeWeatherization
- Quick Home Energy Check-up**
Get free expert advice on improving your home's energy efficiency. You also can have several energy-saving products installed at no cost.
pseg.com/QHEC
- Home Performance with ENERGY STAR**
Take a "whole-home" approach to energy efficiency—and reduce your costs by up to 25% a year!
pseg.com/HPwES
- Energy Check for Multi-family Homes**
If you manage or own a multi-family property in the PSEG service territory, learn how you can start reducing energy costs for your residents.
pseg.com/Multi-family

Questions? Visit pseg.com/FAQs or call 1-855-846-2895.

* To be planned for a future visit. Determined on a home-specific basis.
* [energystar.gov](https://www.energystar.gov)
Note: This organization is not affiliated with PSEG and cannot make eligibility determinations. Certain conditions may apply. Visit www.energystar.gov for program details.
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