

Marketing Resources and Policies

Logo Usage

The use of NYSERDA's and the Home Performance with ENERGY STAR® Logos are a privilege reserved only for Participating Contractors. To report misuse of logos, either through incorrect usage or by a non-participating contractor, please send an email to hpwes@nyserdera.ny.gov.

- NYSERDA Attribution - Participating Contractors who are active in the program may use NYSERDA's attribution logo in accordance with the "NYSERDA Logo Attribution Guidelines", located in Section 6.6 of the Residential Contractor Participation Agreement located in Section 2 of the [Program Manual](#).
- All Participating Contractors are under NYSERDA's sponsorship of Home Performance with ENERGY STAR and may use the Home Performance logo. Details are available at: <https://www.energystar.gov/about/energy-star-brand/energy-star-brand-book>
 - Additional specifications: Use the ® at the first mention of ENERGY STAR in a document. Make sure the ® is superscripted, i.e., Home Performance with ENERGY STAR® and always type ENERGY STAR in all capital letters.

Terminology Specifications

When referencing your participation in Assisted Home Performance with ENERGY STAR or the EmPower New York program:

Correct Messaging:	Incorrect Messaging:
We offer (or deliver) Assisted Home Performance with ENERGY STAR or EmPower New York	ENERGY STAR Contractor
Participating Contractor in the Assisted Home Performance with ENERGY STAR® program or EmPower New York program	Assisted Home Performance with ENERGY STAR Contractor
	EmPower Contractor
	EmPower New York Contractor
	New York's Home Performance Contractor
	NYSERDA Contractor
	Department of Energy Contractor
Discounts	Free money
Incentives	Bounties
Grants	
Rebates	

Recommended Language and Messaging- Assisted Home Performance with ENERGY STAR

NYSERDA conducted in-depth research with homeowners across the state. Based on those insights, NYSERDA has developed Assisted Home Performance with ENERGY STAR Program messaging that is more likely to motivate homeowners to take advantage of the program. This

messaging can be used freely in your own outreach to build awareness and — most importantly — understanding of Home Performance benefits. We encourage you to use this messaging on your website, in advertising materials, or anywhere else you would like to include it. Repetition and consistency build the effectiveness of marketing messages; the more we can collectively educate our target audiences, the easier the final sale will be.

The following are recommended messaging and wordings to use in promotional and marketing materials.

Long Messaging

Option 1: Lower energy bills and a more comfortable home start with a comprehensive home energy assessment. The energy assessment analyzes how each element of your home works together to provide a top-to-bottom look at where you're wasting energy — and what you can do to fix it. It's just one of the ways the Assisted Home Performance with ENERGY STAR® program makes it easy and affordable for homeowners to upgrade the energy efficiency of their homes and improve their quality of life.

Option 2: Take control of your energy bills with a comprehensive home energy assessment through the Assisted Home Performance with ENERGY STAR® program. An energy assessment analyzes how all the elements of your home work together as a system to uncover where the biggest energy efficiency gains can be made. It makes it easy and affordable for the savvy homeowner to invest in a more energy-efficient home. Thousands of New York State residents have already lowered their energy bills — and so can you.

Medium-Length Messaging

Option 1: Lower energy bills and a more comfortable home start with a comprehensive home energy assessment through the Assisted Home Performance with ENERGY STAR® program. The energy assessment analyzes how each element of your home works together to provide a top-to-bottom look at where you're wasting energy — and what you can do to fix it.

Option 2: Take control of your energy bills with a comprehensive home energy assessment through the Assisted Home Performance with ENERGY STAR® program. It makes it easy and affordable for the savvy homeowner to invest in a more energy-efficient home.

Short Messaging

Option 1: Lower energy bills and a more comfortable home start with a comprehensive home energy assessment through the Assisted Home Performance with ENERGY STAR® program.

Option 2: Take control of your energy bills with a comprehensive home energy assessment through the Assisted Home Performance with ENERGY STAR® program.

Recommended Language and Messaging- EmPower New York

NYSERDA conducted research among lower-income New Yorkers to help understand the attitudes and behaviors related to household energy efficiency, perceptions of the EmPower New York program, and motivators and barriers to program participation. Based on those insights, NYSERDA developed messaging to speak directly to those most likely to engage with EmPower New York.



While marketing of EmPower New York should be limited, if you promote the program, we encourage you to incorporate the messaging below into your outreach. Any advertisements via mass media (such as TV, radio, print, online) must first be approved by NYSERDA by contacting David.Friello@nyserdera.ny.gov.

Long Messaging

Option 1: Make your home or apartment more energy efficient. Income-eligible New Yorkers can get no-cost upgrades that reduce energy bills. Upgrades may include air sealing, added insulation, and new energy-efficient light bulbs. Now you don't have to choose between paying utility bills and other necessities.

Option 2: Want to stay warm and lower your energy bills? EmPower New York helps income-eligible New Yorkers improve the energy efficiency of their homes through no-cost energy upgrades. Upgrades may include air sealing, added insulation, and new energy-efficient light bulbs.

Medium-Length Messaging

Option 1: Lower energy bills mean extra money in your pocket, month after month. Take advantage of no-cost energy upgrades from EmPower New York, available to income-eligible New Yorkers.

Option 2: High Energy Bills making you uncomfortable? Lower your energy costs with no-cost energy upgrades. Everyone should be comfortable at home. That's why EmPower New York provides income-eligible New Yorkers with no-cost energy upgrades.

Short Messaging

Option 1: Raise your comfort level and lower your energy bill with no-cost energy available to income-eligible New Yorkers. EmPower New York- a better life begins at home.

Option 2: Energy efficiency is one of the easiest ways to save money. EmPower New York provides income-eligible New Yorkers with no-cost energy upgrades.

Marketing Materials

As a contractor in Assisted Home Performance with ENERGY STAR and EmPower New York, you have exclusive access to a variety of marketing materials. These materials include promotional and educational tools that have been designed to help you grow your Home Performance contracting business. To review available materials, please visit:

<https://services.nyserdera.ny.gov/clearesult/>.