

Marketing Resources and Policies

Logo Usage

NYSERDA Attribution – Participating Contractors may not use NYSERDA’s logo; however Participating Contractors who are active in the Program can request authorization to use the NYSERDA Participating Contractor Attribution Logo subject to restrictions.

For information on how to access the attribution logo, please review the “NYSERDA Logo Attribution Guidelines,” located in Section 6.6 of the Residential Contractor Participation Agreement located in Section 2.3 of the [Program Manual](#).

The use of NYSERDA’s logos is 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 residential.programs@nyserda.ny.gov.

Terminology Specifications

When referencing your participation in the EmPower+ program:

Correct Messaging:	Incorrect Messaging:
We offer (or deliver) EmPower+ services	EmPower+ Contractor
Participating Contractor in the EmPower+ program	NYSERDA Contractor Department of Energy Contractor
Discounts Incentives Grants Rebates	Free money Bounties

Recommended Language and Messaging – EmPower+

NYSERDA conducted research among lower-income New Yorkers to help understand the attitudes and behaviors related to household energy efficiency, perceptions of the EmPower+ 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+.

While marketing of EmPower+ 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@nyserda.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+ 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 or low-cost energy upgrades from EmPower+, 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+ provides income-eligible New Yorkers with no-cost and low-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+ - a better life begins at home.

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

Marketing Materials

As a contractor in the EmPower+ program, you have exclusive access to a variety of marketing materials. These materials include promotional and educational tools that have been designed to help you connect with your customers. Please see the available marketing materials on the contractor support site at www.hpwescontractorsupport.com.