

National Community Action Partnership

# Energy Awareness Month Toolkit



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# Purpose

The NCAP Energy team has developed this toolkit to support Weatherization providers as they carry out local initiatives and campaigns during October's hallmark Energy Awareness Month and Weatherization Day. Now more than ever, funders and policymakers in your community must understand the tremendous value of home Weatherization to the American people. NCAP's 2025 Energy Awareness Month Toolkit includes templates, guides, and resources to tell your local Weatherization stories, share impact data, and showcase partnerships that move the mission forward.

The toolkit provides step-by-step instruction on how to:

- Develop compelling talking points and messaging
- Utilize graphics
- Create social media posts and hashtags
- Share your story through photo and video testimonials
- Carry out a Best in WAP Awards and Recognition local campaign

With the rising cost of energy and financial burden to households, hard-working Americans cannot afford any cuts or reductions to WAP and energy-efficiency related funding. The totality of WAP impacts is significant. WAP is often part of a comprehensive whole family, whole home approach that accelerates each family's, and each community's, move towards true energy independence.

This toolkit can help you attract your target audience's attention, focus, and feelings toward the people and lives Weatherization touches. Topics include:

- Social costs of household energy burden
- Community benefits of household cost savings
- Indoor air quality impacts
- Disaster resilience potential
- Local workforce development benefits
- Local economic benefits

# Messaging

The following talking-point style statements can be paired with the graphics provided on pages 11-14 to create impactful awareness campaign content. Copy and paste directly from the toolkit or [click here](#) to download the Word document. If posting to social media, please tag NCAP's Facebook Page or @NcapEnergy on X.

Preferred hashtags include:

- #Weatherization
- #WeatherizationWorks
- #CommunityAction
- #EnergyAwarenessMonth
- #FacesOfWeatherization and #FacesOfEE
- NEW! #VoicesOfWeatherization

To reach your community and grow your audience, tag key local partners including:

- Municipality and mayor's office
- Public library
- Schools and community colleges
- Contractors and suppliers
- Community partners and peer organizations

Add hashtags trending in your area. Look for embedded buzzwords that might not come to mind immediately when you think of Weatherization. You might find ways to get the program into new conversation spaces, like "resilience", "resources", "safety", "outreach", "awareness" or "planning."

# Messaging

## GENERAL

- The Weatherization Assistance Program can serve single family dwellings, mobile and manufactured homes, and multi-family dwellings like apartment buildings.
- The Weatherization Assistance Program can serve homes with natural gas, propane, home heating oil, or other delivered fuels such as coal and wood.
- Weatherization services include a comprehensive energy audit, which ensures measurable reduced energy consumption and lower utility bills.
- Families that receive Weatherization save an average of \$372 or more every year on utility costs.
- The urban heat island effect increases cooling needs for urban areas. Weatherization measures help households manage extreme heat.
- Energy burden is higher for rural populations than non-rural populations. Weatherization services are tailored to the unique needs of the house, no matter where it is.

The Weatherization Assistance Program is available in every U.S. county. More than 700 local Weatherization providers help families save money by making homes more energy efficient.

[FIND ADDITIONAL MESSAGING HERE](#)

# Messaging

## GENERAL

- Weatherization reduces stress on local power grids and helps utilities improve reliability and decrease service disruptions.
- Weatherization supports America's energy independence goals by reducing energy needs in communities across the country.
- Weatherization reduces energy burden for families, improves indoor air quality, and employs thousands of Americans with good paying jobs!
- Each year, WAP services reach approximately 32,000 homes among states, territories, and tribes.
- Since WAP's inception in 1976, more than seven million households have received Weatherization services.
- Weatherization Assistance Program improvements are comprehensive and can include wall, floor, ceiling, attic and foundation insulation; heating and cooling systems repair and replacement; installing programmable thermostats and other HVAC controls; water heater repair and replacements, installation of energy efficient light sources, and much more.

**Weatherization cares about the entire community by improving home energy efficiency, health and safety and makes America a better place to live!**

[FIND ADDITIONAL MESSAGING HERE](#)

# Messaging

## LOCAL IMPACT

- Local Weatherization agencies often partner with fellow organizations and agencies to deliver services such as roof repairs, mold remediation, and accessibility upgrades.
- Weatherization programs grow the local economy by procuring goods and contracting services with local businesses.
- Weatherization helps senior citizens on fixed incomes stay in their homes, improve their quality of life, and decrease reliance on social services.
- Weatherization can support local affordable housing initiatives by working with landlords and housing providers to reduce building energy burdens. Lower utility costs help keep rents affordable and reduce tenant turnover.
- [YOUR ORGANIZATION] helped [#] families lower utility costs, improve indoor air quality, and survive extreme temperatures in [YEAR].
- Weatherization providers leverage local relationships to add more than \$300 million to the program, expanding the impact of federal funds.



[FIND ADDITIONAL MESSAGING HERE](#)

# Messaging

## SOCIAL IMPACT

- Weatherization maintains and improves home value for seniors and supports inter-generational economic mobility.
- Families benefit from energy efficiency when less of their household income goes to utilities. Utility bill savings can be used to purchase medicine, make car repairs, and purchase high-quality food.
- Children in energy-insecure households face greater odds of hospitalization and developmental concerns. Weatherization services help children and families avoid healthcare costs.
- Weatherization supports neighborhoods by helping to preserve existing housing stock.
- Over 20 percent of American households have reported reducing or forgoing necessities such as food and medicine to pay an energy bill.

**By making homes more livable, Weatherization saves an average of \$514 in out-of-pocket medical expenses annually.**

[FIND ADDITIONAL MESSAGING HERE](#)

# Messaging

## SOCIAL IMPACT

- Low-income families are more likely to live in housing with outdated or inefficient heating and cooling equipment, inadequate insulation, and significant air leaks.
- One in four low-income American households spend more than 15% of their income on energy bills.
- Almost one-third of American households have reported difficulty in paying energy bills.
- Before receiving Weatherization services, many households cannot adequately heat or cool their homes. Weatherization keeps American families safe year-round.
- High energy burdens are correlated with greater risk for respiratory disease and adverse mental health outcomes. Weatherization services enable vulnerable Americans to avoid medical emergencies.

Low-income American households spend an average of 17.8% of their income on home energy and transportation fuel combined, which is more than three times the national average.

[FIND ADDITIONAL MESSAGING HERE](#)

# Messaging

## WORKFORCE DEVELOPMENT

- Created in 1976, the federal Weatherization Assistance Program laid the foundation for the entire energy efficiency and home performance industry!
- The Weatherization Assistance Program grows and fuels the American workforce! WAP supports more than 8,500 skilled laborers and thousands more in related industries.
- The Weatherization workforce is highly skilled in the home performance trade, with nearly a dozen professional certifications available.
- Local weatherization providers create comprehensive career pipelines in their communities, with internships, apprenticeships, paid training opportunities, and wraparound services.
- Local Weatherization providers partner with local workforce development and trades programs to meet the needs of their community, such as re-entry for returning citizens, and career transition for older workers.
- Weatherization standards provide universal resources that advance the entire American energy efficiency and home performance industry.
- By making homes more livable, Weatherization saves an average of \$583 in pay per year due to fewer missed days of work.



[FIND ADDITIONAL MESSAGING HERE](#)

# National Campaigns

## FACES OF WEATHERIZATION

Now in its third year, NCAP's "Faces of Weatherization" Campaign is a way to personalize and promote energy careers and Weatherization. From youth embarking on a Weatherization career, to seasoned leaders, these stories are testaments to the value of the good work being done across America for the communities we serve, as well as the WAP professionals who have dedicated their careers to help their neighbors every day.

**STEP 1:** Using one of the templates in the Graphics Library, add the photo, name, title, city, and state of a Weatherization professional at any point in their career. Be sure to also add your organization's logo in the space provided.

Additional tips:

- You might save time by having your subjects take a selfie in the field. These can add authenticity and variety to your content.
- You might add polish by having your subjects carefully positioned in front of a chosen branded backdrop. This can add visibility to your post. It also adds consistency and conveys volume if you have multiple participants.

# National Campaigns

**STEP 2:** In the space available on your template, capture their answers to the questions below:

1. How did your life journey lead you to this job in the Weatherization Assistance Program?
2. What is the best part of the job for you?
3. What is the next career goal you hope to accomplish?
4. What are the greatest Weatherization challenges that you see in your community?

Additional tips:

- You might save time by having your subjects answer the questions by email or even put their own quotes into the templates. This can add realistic voice to the content and reinforce a sense of ownership and pride for your team members.
- You might add polish by paraphrasing crew answers. This can help craft more impactful quotes and more consistent font size and positioning in the images.

**STEP 3:** Post your images to social media during the Energy Awareness Month Workforce Development Week, using the recommended social media procedures above. Post multiple times if appropriate.

Additional tips:

- Also add images to your website and newsletters.
- Save the images for future use in presentations, reports, and campaigns.
- If you have multiple participants, you may wish to make a compilation slide show video at the end of Energy Awareness Month 2025.

# National Campaigns

**STEP 4:** Please send your finished product to [energy@communityactionpartnership.com](mailto:energy@communityactionpartnership.com) for our records. You will receive a response acknowledging your submission and asking you to accept or decline a list of ways NCAP could showcase your organization and/or support the career journey for your employee.

We are here to help! If you run into trouble using our [Graphics Library](#), need help coordinating input from your subjects, or have any other questions or concerns, please email [energy@communityactionpartnership.com](mailto:energy@communityactionpartnership.com) for a quick, personal response from an individual team member.

**FACES OF WEATHERIZATION**

“

 **Habitat**  
for Humanity®  
of Omaha



I have been in Weatherization for 9 months. Applying for the Weatherization program can seem overwhelming at first, but with compassion and patience we are able to reduce people's energy burden. Small changes can make a big impact on people's lives.

**Briana Kouma**  
Weatherization Program Associate, Habitat for Humanity of Omaha

# National Campaigns

## VOICES OF WEATHERIZATION

New for Energy Awareness Month and Weatherization Day 2025, NCAP's "Voices of Weatherization" builds on the successful "Faces of Weatherization." "Voices of Weatherization" consists of two-to-four-minute video shorts in which a Weatherization employee answers the same four prompts used in the Faces of Weatherization process. A key part of the video format is the opportunity for the participant to say what they think the program needs most. This is a vital platform for our frontline workers to speak directly to local partners, program decision-makers, national advocates, and potential funders.

**STEP 1:** Have your subject take a selfie video following the prompts below.

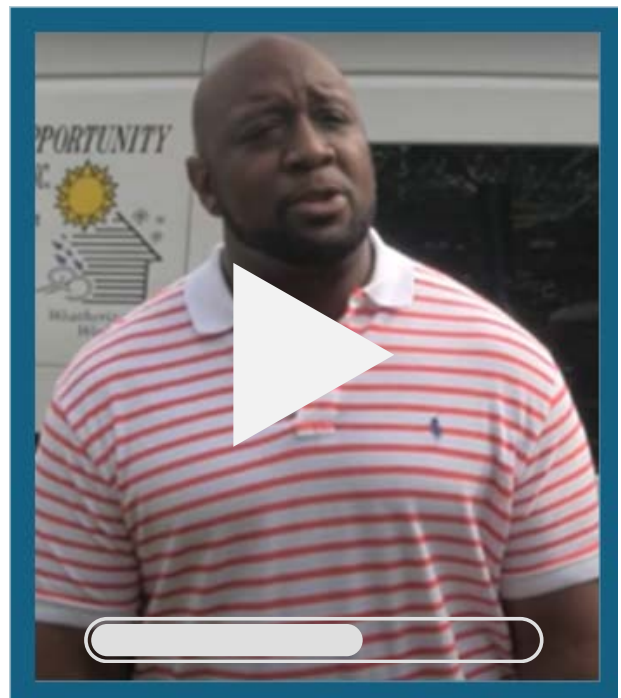
- Please state your name, title, organization, city and state.
- How long have you been working in Weatherization, and how did your life journey lead you to this career path?
- What is the best part of the job for you?
- What is the next career goal you hope to accomplish?
- What are the greatest Weatherization challenges that you see in your community?

# National Campaigns

## EXAMPLE (~2.5 minutes)

My name is Johnny Blizzard, and I am the Crew Lead here at Excellent Economic Opportunities in Hillville, Pennsylvania. I have been here since 2017. I got interested in Weatherization when I helped my grandmother get her house Weatherized. I was there to assist her when they came out to start the work at her home, and the gentleman in charge gave me a flyer about their training program.

Since I was only working part time at that time, I thought this seemed like a good opportunity, and it interested me to try a job that involved learning how to use tools and technology and being out in the community instead of at a desk. For me the best part of the job is meeting our customers and knowing that we can help them. I love explaining the work to them and seeing how happy they are to know that their old boiler is finally getting replaced and they don't have to worry so much about a huge utility bill coming if they turn their thermostat too far.



My next career goal is to get certified as a Quality Control Inspector, because one challenge we have in the day-to-day here is we do not have enough Quality Control Inspectors for the work that needs to get done. But the Quality Control Inspection process in the Weatherization Assistance Program is what makes us stand out, because we make sure that every community member we serve has the best possible work done in their home. In terms of other challenges, I would say we also have a wait list, because there are so many families that need this program. And sometimes we have to tell our applicants that they have problems we cannot help them with, like water damage or roof damage. We need to bring in funding that can fix those things right away so we can proceed, because these are people's homes that mean everything to them, and we need to take care of each and every neighborhood that makes our community who we are.

# National Campaigns

**STEP 2:** Post your videos to social media during the Energy Awareness Month Workforce Development Week, using the recommended social media procedures above. Post multiple times if appropriate.

Additional tips:

- You might save time by having your videos take place in the field. These can add authenticity and variety to your content.
- You might add polish by having your subjects carefully positioned in front of a chosen branded backdrop. This can add visibility to your post. It also adds consistency and conveys volume if you have multiple participants.
- You may wish to edit your videos to include an opening and/or closing slide of your choosing, such as your agency's logo or contact information, etc.
- If you have multiple participants, you may wish to make a compilation video at the end of Energy Awareness Month 2025.

**STEP 3:** Please send your finished product to [energy@communityactionpartnership.com](mailto:energy@communityactionpartnership.com) for our records. You will receive a response acknowledging your submission and asking you to accept or decline a list of ways NCAP could showcase your organization, support the career journey for your employee(s), or pass the lived-experience recommendations along to federal decision-makers.

We are here to help! If you run into trouble working with your video, need help coordinating input from your subjects, or have any other questions or concerns, please email [energy@communityactionpartnership.com](mailto:energy@communityactionpartnership.com) for a quick, personal response from an individual team member.

# National Campaigns

## LOCAL RECOGNITION AWARDS

**STEP 1:** Identify recipients for one or more of the awards below using organization-sourced [nominations](#). You can use this list of [suggested questions](#) or create your own to solicit nominees and select award recipients.

**STEP 2:** Present the award! In a venue of your choosing, congratulate your recipient and deliver the certificate. Whether on the job at a Weatherization location, in the office, or at an event, take photos or videos!

**STEP 3:** Post your photos or videos to social media during Energy Awareness Month, using the recommended social media procedures above. Post multiple times if appropriate.



# National Campaigns

## LOCAL RECOGNITION AWARDS



**STEP 4:** Please send your finished product to [energy@communityactionpartnership.com](mailto:energy@communityactionpartnership.com) for our records. You will receive a response explaining how to receive the lapel pin and asking you to accept or decline a list of ways NCAP could showcase your organization or support your award recipient.

Additional tips:

- If you have a conference or public event coming up, you may wish to wait for that optimal opportunity to celebrate. In that case, consider supporting this campaign by doing a “soft launch” now, and following up with a grand local ceremony. It never hurts to show appreciation more than once!

We are here to help! If you run into trouble using our [Graphics Library](#), need help coordinating input from your subjects, or have any other questions or concerns, please email [energy@communityactionpartnership.com](mailto:energy@communityactionpartnership.com) for a quick, personal response from an individual team member.

# National Campaigns

## AWARD CATEGORIES

### **2025 Local Weatherization Innovation Award**

This award recognizes local Weatherization Assistance Program managers whose technical and programmatic expertise has significantly improved their organization's capacity to weatherize homes in their community. These practitioners have incorporated or created new:

- Home weatherization technologies, materials, or products;
- Administrative or field service processes, procedures, or methodologies;
- Partnerships with organizations, government agencies, businesses or funders that increase the number of homes weatherized or the number of measures available to each home served.
- Weatherization crew recruitment, training, or retention programs, partnerships or initiatives that improve the pool of job applicants, and/or the career prospects of the Weatherization team.

The winner will receive the local award certificate, a commemorative lapel pin, and a congratulatory feature in NCAP's national Weatherization Day campaign materials. In addition, award recipients will have the opportunity to be added to NCAP's list of Local Weatherization Subject Matter Experts (SME's). NCAP WAP SME's gain opportunities to represent their organization and showcase their expertise in key work with national and federal decision-makers.

# National Campaigns

## **2025 Local Weatherization Community Changemaker Award**

This award recognizes organizations, government agencies, businesses, or funders who go above and beyond to support a local weatherization provider.

Representatives involved have built a strong relationship with the Weatherization team, learned how Weatherization alleviates Household Energy Burdens in their community, and demonstrated robust dedication to addressing the causes and conditions of poverty in their community.

The winner will receive the local award certificate, commemorative lapel pin, and a congratulatory feature in NCAP's national Weatherization Day campaign materials.

## **2025 Local Weatherization Personal Achievement Award**

This award recognizes Weatherization team members who embody Community Action's spirit of hope. These individuals, through the Weatherization Assistance Program, have achieved economic stability and created a career path in the building science and home performance industry. Whether a new hire on a Weatherization crew, or a seasoned professional dedicated to helping people and changing lives in their community, the story of their journey is uniquely inspiring, and the value of their contribution to their Weatherization team is immense.

The winner will receive the local award certificate, a commemorative lapel pin, and a congratulatory feature in NCAP's national Weatherization Day campaign materials. In addition, the winner will have the opportunity to join the next cohort in the NCAP Weatherization Leadership Development Institute, "WAP Pro".

# National Campaigns

We encourage you to consult the NASCSP Weatherization Day Outreach and Site Demonstration Toolkits as well. There you will find fact sheets for policymakers, guidance on soliciting supporter proclamations, and instructions for hosting a site demonstration. Here you will find content tailored to local audiences. The NASCSP and NCAP toolkits are designed to complement each other, so you should review both, if possible.

If you have any questions, please email [energy@communityactionpartnership.com](mailto:energy@communityactionpartnership.com) . The Energy Partnerships Team is here to help you!



# Graphics

## GENERAL

Click the images to download.



## Celebrate Energy Awareness Month!

Weatherization cares about the entire community by improving home energy efficiency, health and safety and makes America a better place to live!



## ENERGY AWARENESS MONTH



### Weatherization Works

Families that receive Weatherization save an average of \$372 or more every year on utility costs.



# Graphics



## GENERAL

Click the images to download.

**ENERGY AWARENESS MONTH**  
*Learn about how Weatherization works!*

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Weatherization services include a comprehensive energy audit, which ensures measurable reduced energy consumption and lower utility bills.



**ENERGY AWARENESS MONTH**  
*Weatherization is available  
in EVERY U.S. county.*

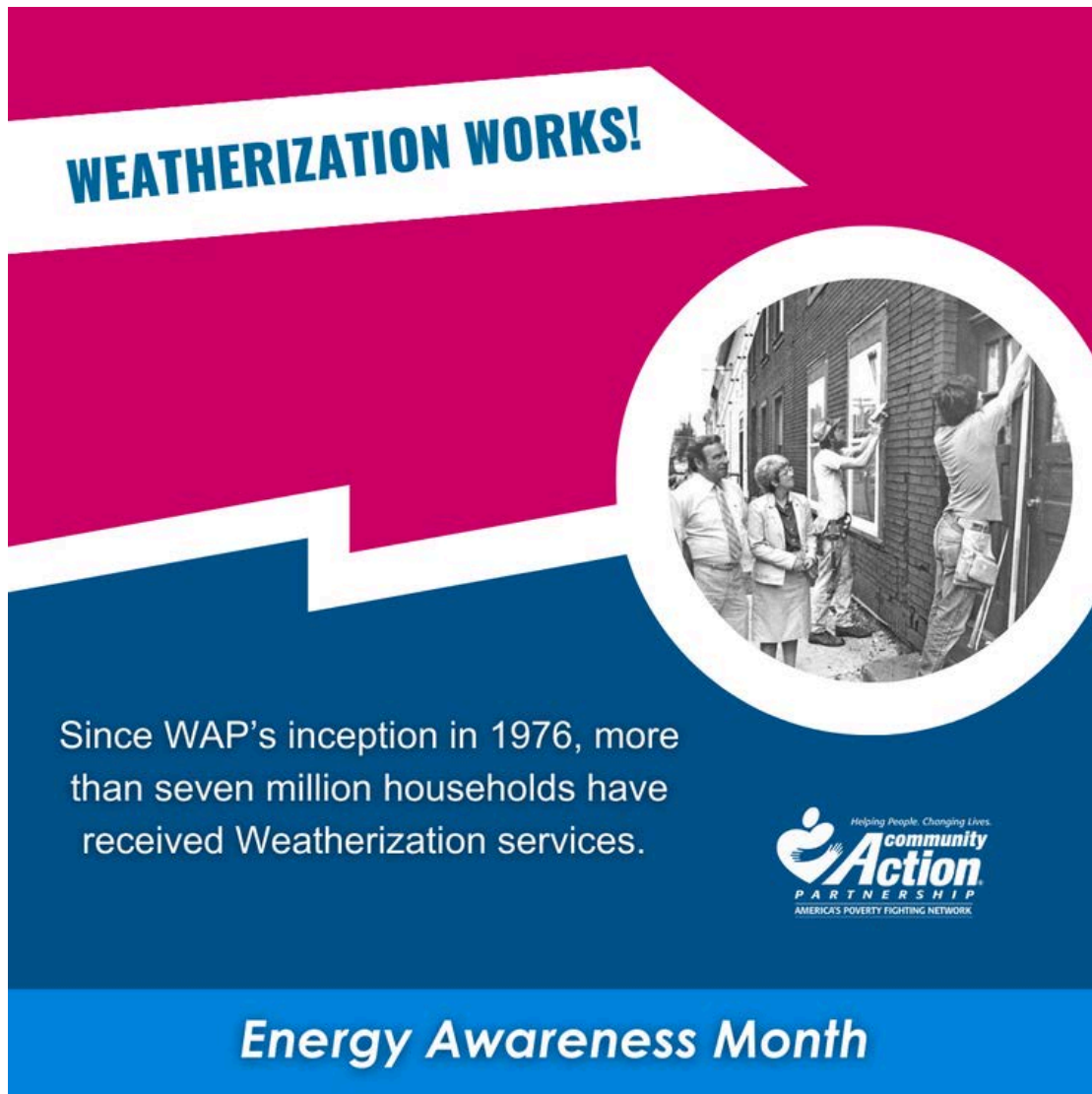
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The Weatherization Assistance Program is available in every U.S. county. More than 700 local providers help families save money by making homes more energy efficient.

# Graphics


## GENERAL

Click the images to download.



**WEATHERIZATION WORKS!**

Since WAP's inception in 1976, more than seven million households have received Weatherization services.



**community Action PARTNERSHIP**  
Helping People. Changing Lives.  
AMERICA'S POVERTY FIGHTING NETWORK

**Energy Awareness Month**

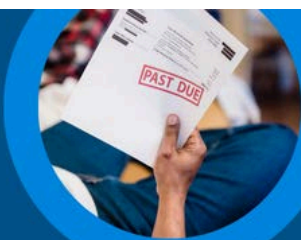
# Graphics

## LOCAL IMPACT

Click the images to download.

### **Celebrate Energy Awareness Month!** *Learn more about how Weatherization Works!*

Weatherization providers leverage local relationships to add more than \$300 million to the program, expanding the impact of federal funds and improving community health.



### **ENERGY AWARENESS MONTH** *Weatherization Works!*

Weatherization can support local affordable housing initiatives by working with landlords and housing providers to reduce building energy burdens. Lower utility costs help keep rents affordable and reduce tenant turnover.

# Graphics

## LOCAL IMPACT

Click the images to download.



**ENERGY AWARENESS MONTH**  
*Weatherization Works!*

Weatherization helps senior citizens on fixed incomes stay in their homes, improve their quality of life, and decrease reliance on social services.



**Energy Awareness Month**

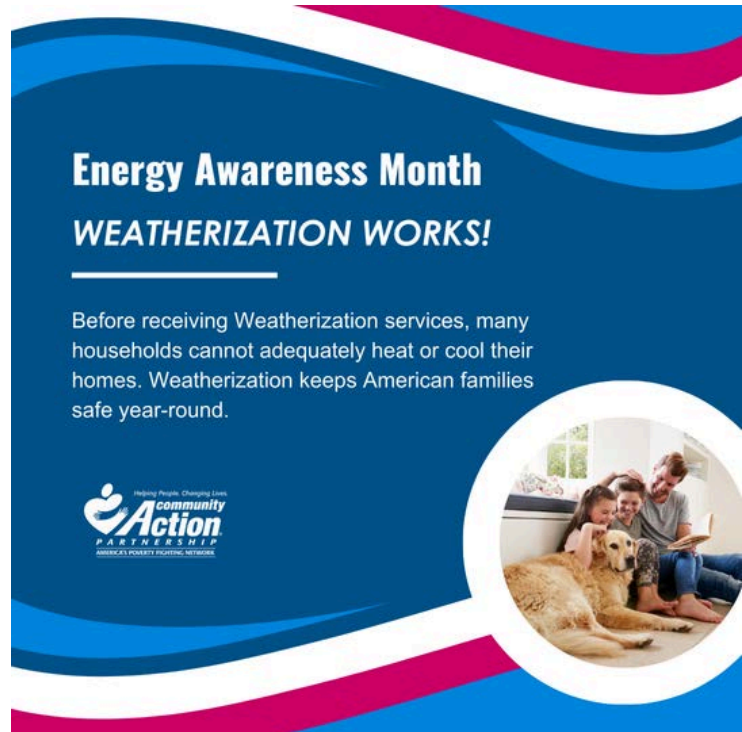
**WHAT IS WEATHERIZATION?**

Local Weatherization agencies often partner with fellow organizations and agencies to deliver services such as roof repairs, mold remediation, and accessibility upgrades. These services help make homes healthier and more energy efficient!

# Graphics


## SOCIAL IMPACT

Click the images to download.



**Energy Awareness Month**  
**WEATHERIZATION WORKS!**

Before receiving Weatherization services, many households cannot adequately heat or cool their homes. Weatherization keeps American families safe year-round.



## Celebrate Energy Awareness Month!

### Weatherization Works

Low-income American households spend an average of 17.8% of their income on home energy and transportation fuel combined, which is more than three times the national average. Weatherization supports struggling families to reduce energy bills and live better!



# Graphics

## SOCIAL IMPACT

Click the images to download.



**ENERGY AWARENESS MONTH**

***Weatherization Works!***

---

Families benefit from energy efficiency when less of their household income goes to utilities. Utility bill savings can be used to purchase medicine, make car repairs, and purchase high-quality food.



**Energy Awareness Month**

***Weatherization Works!***

---

By making homes more livable, Weatherization saves an average of \$514 in out-of-pocket medical expenses annually.



# Graphics

## WORKFORCE DEVELOPMENT IMPACT

Click the images to download.



**WEATHERIZATION WORKS**

*Energy Awareness Month*

The Weatherization Assistance Program grows and fuels the American workforce! WAP supports more than 8,500 skilled laborers and thousands more in related industries.



**ENERGY AWARENESS MONTH** 

*Opportunities in Weatherization*

Local weatherization providers create comprehensive career pipelines in their communities, with internships, apprenticeships, paid training opportunities, and wraparound services.



# Graphics

## WORKFORCE DEVELOPMENT IMPACT

Click the images to download.

### ENERGY AWARENESS MONTH



#### What is Weatherization?

Created in 1976, the federal Weatherization Assistance Program laid the foundation for the entire energy efficiency and home performance industry!



### ENERGY AWARENESS MONTH

#### Weatherization Works!

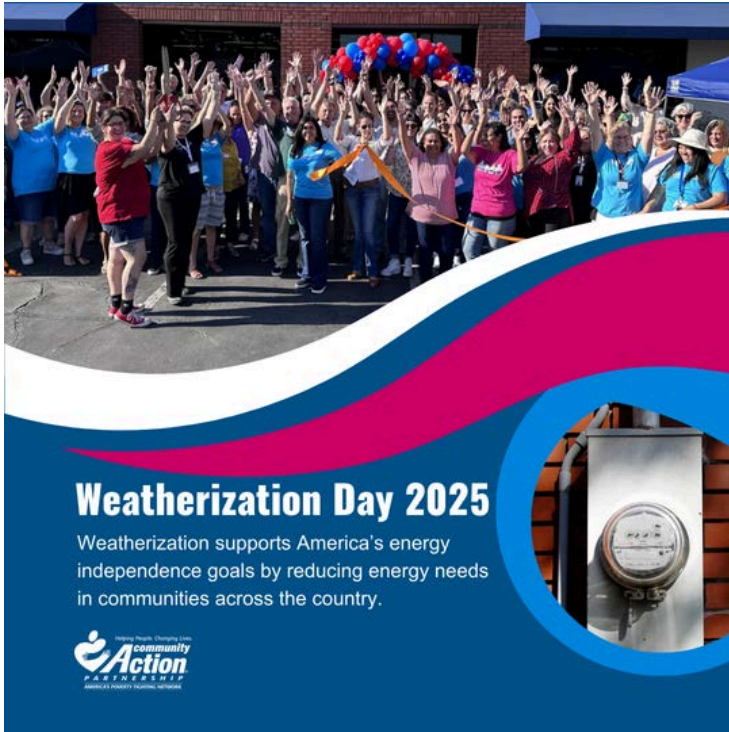
Local Weatherization providers partner with trades and workforce development and programs to support youth apprenticeships, re-entry for returning citizens, and career transition for older workers.



# Graphics

## WEATHERIZATION DAY

Click the images to download.



**Happy Weatherization Day!**

**October 30, 2025**

Weatherization cares about the entire community by improving home energy efficiency, health and safety and makes America a better place to live!



# Graphics

## WEATHERIZATION DAY

Click the images to download.



**Weatherization Day!**  
*October 30<sup>th</sup>*

Each year, WAP services reach approximately 32,000 homes among states, territories, and tribes. These providers make these homes safer and more energy efficient. Learn more about how Weatherization impacts your community on our website!





## WEATHERIZATION DAY

### What is Weatherization?

Weatherization Assistance Program improvements are comprehensive and can include wall, floor, ceiling, attic and foundation insulation; heating and cooling systems repair and replacement; installing programmable thermostats and other HVAC controls; water heater repair and replacements, installation of energy efficient light sources, and much more.



This toolkit was created by the National Community Action Partnership in the performance of the U.S. Department of Energy's Office of State and Community Energy Programs Grant Number EE00010310. Any opinion, findings, conclusions, or recommendations expressed in this material are those of NCAP and do not necessarily reflect the views of the U.S. Department of Energy's Office of State and Community Energy Programs.



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