

Employee Awareness

Compressed Air Aware: Sample Outreach E-mail to Staff

To:

Subject: Help us use our energy wisely

Here at **[Your business name]** we are always working towards being more environmentally sustainable. Compressed air is one of the largest consumers of energy and often a big offender of energy waste. To help us better improve our energy efficiency, we'll be sharing challenges and tips **[all month long]** to help everyone better understand and reduce that energy waste.

From **[insert campaign dates]** we'll be running a Compressed Air Aware Campaign to encourage you to report leaks and re-think the way we use compressed air day-to-day. Most of us have good habits when it comes to using compressed air but we'd like your help to make us even better.

[Consider including a key learning from your pre-campaign awareness survey]

You'll see posters, displays, and live demos, all with the goal of helping us become more compressed air-aware and reach our goal of **[state reduction goal(s) here]**.

Take part by speaking with someone on the campaign team, cc'd here, or checking in on our campaign board for weekly contests and campaign updates **[insert location of the campaign board]**.

Thanks in advance for your support.

Compressed Air Aware Campaign team

P.S. Have questions or suggestions? Let us know!

[consider adding a photo of your campaign team so staff knows who they can reach out to for questions or support]