

FOCUS ON ENERGY[®] CHAMBER CONTENT GUIDE

Focus on Energy offers free no-obligation resources which support Wisconsin businesses in their efforts to save energy and operate more sustainably. This guide is designed for you to use when sharing Focus on Energy content with your members. Informing members about these free energy-saving services helps reinforce the Chamber's role as a trusted connector and advocate for the local business community.

Content lengths

- **Short** (50–75 words): Industry-specific messaging intended for quick mentions in multi-topic newsletters, brief social media posts, and event reminders.
- **Longer** (150–200 words): Industry-specific messaging that provides additional context and works well as a featured resource in newsletters, dedicated email sections, longer social media content, or on your website.
- **Stand-Alone Emails** (200–250 words): A generic standalone message you can send directly to members. Ideal for campaigns tied to awareness months, seasonal planning, or major chamber initiatives.

How to use this content

Suggested framing language: “As part of our commitment to supporting our members, we’re sharing this free energy efficiency resource available to Wisconsin businesses.”

- Use content across email, newsletters, websites, and social media.
- Position the message as a member service, rather than a promotion.
- Rotate messages by industry sector to keep content relevant.
- Use established observances, seasons, or local news as natural context.

Style note

Our brand name should appear in all caps with the registration mark in the first use in a piece of content (FOCUS ON ENERGY[®]), then in upper/lower case without the registration mark (Focus on Energy) each additional time. Need more authoritative content, bylined articles, success stories, or infographics around energy efficiency, equipment upgrades, or sustainable energy sources for your members? Contact Focus on Energy at 800.762.7077 or email business@focusonenergy.com.

SHORT ENERGY EFFICIENCY COPY ASSETS BY SECTOR

[General Business Message]

Energy Savings Made Simple for Your Business

No matter the size or type of business, FOCUS ON ENERGY[®] helps make energy efficiency improvements and renewable energy projects more affordable and achievable. With expert building optimization and energy management guidance from Energy Advisors and access to rebates and incentives, businesses can reduce costs without disrupting operations. Whether planning upgrades or exploring options, Focus on Energy provides a trusted starting point. **Visit focusonenergy.com/solutions to learn more.**

[Agribusiness]

Energy Efficiency Strategies for Stronger Farm Operations

Energy efficiency doesn't have to be complicated. FOCUS ON ENERGY[®] works with agribusinesses to uncover cost-saving opportunities, improve system performance, and plan upgrades that align with



seasonal demands. With expert guidance and rebates and incentives, farms can save energy and money without disrupting operations. **Visit focusonenergy.com/solutions to get started.**

[Education]

Helping Schools Get Smart About Energy Use

Energy is a significant expense for schools, colleges, and universities. FOCUS ON ENERGY® helps educational facilities understand their energy use and identify possible efficiency improvements. Professional Energy Advisors work with educational facilities to review energy systems and share options for improving efficiency and comfort. Discover how we can help you create a more energy-efficient campus. **Visit focusonenergy.com/solutions.**

[Manufacturing]

Get Support for Energy Efficiency Planning in Manufacturing

FOCUS ON ENERGY® works with manufacturers to understand energy use, prioritize potential improvements, and explain available rebates and incentives. **Visit focusonenergy.com/manufacturing** and discover how your facility can save.

[Multifamily]

Supporting Energy Efficiency in Multifamily Residential Communities

FOCUS ON ENERGY® provides objective guidance on energy efficiency for multifamily buildings, including common areas and building systems. **Visit focusonenergy.com/solutions to see if your company qualifies for an energy assessment.**

[Commercial Real Estate]

Improve Margins, Asset Value, and Tenant Experience Through Smarter Energy Use

FOCUS ON ENERGY® helps commercial real estate owners, managers, and tenants identify cost-effective improvements, rebates, and incentives to make energy efficiency projects easier to pursue. Whether you need more efficient refrigeration, lighting systems, or HVAC, there are ways you can save. **Explore options at focusonenergy.com/business/offices.**

LONGER ENERGY EFFICIENCY COPY ASSETS BY SECTOR

[General Business Message]

A Free Resource to Help WI Businesses Launch Energy-Saving Initiatives

FOCUS ON ENERGY® helps make energy efficiency improvements and renewable energy projects more affordable and achievable. Through expert Energy Advisor support, businesses can uncover energy-saving opportunities, evaluate upgrade options, and align improvements with operational goals.

Financial rebates and incentives help lower upfront costs, while technical guidance simplifies project planning and decision-making. From equipment upgrades to building optimization, Focus on Energy provides practical solutions to reduce energy use, improve performance, and deliver long-term savings for businesses in the Badger State. **Visit focusonenergy.com/solutions to learn more.**

[Agribusiness]

Grow Your Agribusiness, Not Your Energy Expenses, with FOCUS ON ENERGY®



Managing energy effectively is part of running a resilient dairy, crop, or livestock operation. Focus on Energy partners with farms and food producers to provide clear, unbiased information about energy efficiency options.

Energy Advisors can review energy use across facilities, discuss realistic improvement opportunities, and outline potential rebates and incentives that may lower upfront costs for your agribusiness. By looking at systems such as lighting, ventilation, refrigeration, and equipment, agribusinesses can gain insight into their energy use and consider where adjustments may make the most sense over time.

If your operation wants better information to support future decisions related to energy and costs, Focus on Energy can help at focusonenergy.com/business/agribusiness.

[Commercial real estate]

Turn Energy Efficiency into a Competitive Advantage

The average commercial building wastes 30% of the energy it consumes, according to [EnergyStar.gov](https://www.energystar.gov), representing a prime opportunity to invest in cost-cutting, energy-efficient measures. Efficient commercial buildings attract more tenants, reduce operational risk, and perform better over time. FOCUS ON ENERGY® can help identify upgrades that align with capital plans, while delivering long-term savings.

From lighting retrofits to HVAC optimization and controls to more efficient refrigeration solutions, Focus on Energy provides guidance grounded in real-world building operations. Focus on Energy experts can also help navigate available rebates and incentives, making projects more affordable and easier to justify. By improving energy performance, property owners can lower costs, enhance comfort, and future-proof their buildings against rising utility expenses.

Discover how smarter energy use can support your property strategy. See if your business qualifies for a free energy assessment at focusonenergy.com/business/offices.

[Education]

Free Energy-Saving Insights for Education

From K–12 schools to higher education campuses, managing energy costs is an ongoing challenge — in fact, energy costs are often the second-highest operating expense.

FOCUS ON ENERGY® Energy Advisors can review systems such as lighting, HVAC, and controls, helping schools understand potential improvements, savings estimates, and available rebates and incentives. Recommendations are tailored to schedules, occupancy patterns, and long-term facility needs. Many schools use the gathered information to support planning and budgeting decisions, even if upgrades are deferred.

If your institution is interested in better information to manage energy responsibly, consider Focus on Energy a helpful resource. **Learn more at** focusonenergy.com/solutions.

[Manufacturing]

Get Energy Efficiency Guidance Aligned with Manufacturing Operations

Energy is a controllable operating cost, but efficiency improvements may not be worth pursuing unless they align with production goals. FOCUS ON ENERGY® supports manufacturers by providing objective, no-cost guidance on energy use and efficiency opportunities to help manufacturers make informed decisions.



Energy Advisors review equipment, systems, and processes to identify areas where energy may be wasted and where improvements make sense. Energy Advisors also help manufacturers understand available rebates, incentives, and project payback; information that can be used to support planning and budgeting for future capital investments.

For manufacturers looking to better understand energy performance without adding risk, Focus on Energy offers a practical starting point. **Get started at focusonenergy.com/manufacturing.**

[Multifamily]

Energy Efficiency Advice and Services for Multifamily Buildings

Managing energy use in multifamily housing requires balancing operating costs, resident comfort, and building performance. FOCUS ON ENERGY® helps property owners and managers better understand where energy is used and where efficiencies may be possible.

Through an energy assessment—available at no cost to qualifying multifamily communities—Energy Advisors can review systems such as lighting, HVAC, and water heating, and explain potential improvements and available rebates and incentives. Recommendations are tailored to building type and ownership structure.

There is no obligation to implement changes. Many property owners use the information to support planning or future upgrades. For those interested in managing energy more effectively across multifamily properties, Focus on Energy provides helpful resources. **Learn more at focusonenergy.com/solutions.**

STAND-ALONE EMAILS

[Email #1 – Q1]

[Subject]

Energy-saving resources for WI businesses

[Preview]

Discover tailored energy-saving solutions that address your organization's energy use and unique needs

[Body]

A No-Cost Resource for Managing Energy Use in Wisconsin

Rising energy expenses can affect businesses of all sizes and sectors. FOCUS ON ENERGY® is Wisconsin's statewide energy efficiency program, helping businesses understand their energy use and identify potential efficiency opportunities.

Focus on Energy helps businesses take advantage of **available rebates and incentives** to offset the cost of equipment upgrades or replacements. Energy Advisors can assist with **connecting to contractors** and completing paperwork, making the process easier to navigate.

Businesses have access to a dedicated Energy Advisor at no cost. Energy Advisors can provide virtual or in-person energy assessments that offer customized recommendations based on how your business actually operates.



Focus on Energy provides clear, unbiased information so each business can decide what makes sense for its situation and timeline. Many Wisconsin businesses use Focus on Energy guidance to support future planning, reduce uncertainty around energy decisions, and explore cost-saving opportunities when the time is right.

[CTA]

To learn more about the energy efficiency products and services available to your business, visit focusonenergy.com/business/get-started.

Focus on Energy: Helping businesses save energy and boost profitability with objective, no-cost advice on **facility optimization, equipment replacement, and renewable energy options** specific to your operations. Call **800.762.7077** or email business@focusonenergy.com.

[Email #2 – Q3]

[Subject]

⚡ Free energy-saving support for Wisconsin businesses

[Preview]

Reduce operating costs and free up budget for what matters most

[Body]

Energy: A Smart Place to Look for Savings

As businesses plan for the year ahead, managing operating expenses is more important than ever. Energy is one of the few costs you can control—making it a smart place to look for savings to reinvest into your operations, workforce, or expansion initiatives.

FOCUS ON ENERGY® offers Wisconsin businesses free, no-obligation resources to better understand their energy use and identify practical efficiency opportunities. Focus on Energy Advisors provide objective guidance to help evaluate systems, prioritize upgrades, and align improvements with your business goals. What's more, access to rebates and incentives helps to offset upfront costs, making projects more feasible within your budget.

Whether you're considering equipment upgrades, optimizing existing systems, or simply gathering information for future planning, Focus on Energy provides a clear, low-risk starting point. Many businesses use these insights to plan capital investments more strategically, reduce long-term utility expenses, and build flexibility into their budgets.

By taking steps to improve energy efficiency now, your organization may be able to redirect savings in the future toward the initiatives that matter most—whether that's hiring, expanding, or innovating.

[CTA]

Explore your options and learn more at focusonenergy.com/solutions.

Focus on Energy: Helping businesses save energy and boost profitability with objective, no-cost advice on **facility optimization, equipment replacement, and renewable energy options** specific to your operations. Call **800.762.7077** or email business@focusonenergy.com.