



SAMPLE LETTER/EMAIL TO BUSINESS CUSTOMERS

This is a draft letter or email your top manager or key account representative can send to commercial and industrial customers to let them know about Public Power Week and remind them of all you do. You can modify it to suit your local circumstances or include additional information.

Dear *(CEO or Energy Manager)*:

I know that the cost and reliability of your power supply *(and broadband services)* is important to *(company name's)* operations and ultimate success. We hope *(utility name)* is meeting your electricity needs to satisfaction.

I invite you to join us in celebrating Public Power Week (**#PublicPowerWeek**), Oct 4-10, a national event to emphasize public power's hometown advantages. With the proper safety precautions, we have a number of community events planned such as *(list activities here)*. We hope you'll join us. Also help us spread the word on Facebook and Twitter *(share our messages or post your own, using hashtag #PublicPowerWeek and #WePowerOn)*.

(Utility name) is one of about 2,000 electric utilities across the country — serving 49 million Americans — that is referred to as a *public power* utility. As you know, we are owned by the community and operated by our local government as a public service, with a mission to provide reliable electricity at a reasonable cost with proper protection for the environment.

(Utility name) is proud to contribute to the economic vitality of our community by providing jobs, purchasing locally, and making payments in lieu of taxes. Our not-for-profit rates hold down your business costs and are *(percent)* lower than those of *(neighboring utility)*.



We can keep our rates reasonable because we don't have to pay dividends to stockholders around the country and the world. Our returns go right back into the community.

When it comes to service, you know we're just down the street. And you know our track record of keeping the power on and restoring it as soon as possible in the case of weather-related outages, such as *(describe most recent big storm and any reliability statistics that help to make your case)*.

As our community perseveres through the effects of the pandemic facing our country, we know you and other businesses are continuing to seek out opportunities to keep your expenses low. I hope you'll take advantage of our programs like *(note energy efficiency or other programs relevant to key account/business customer)*.

We expect that over the next 12 months *(mention any new developments or technologies, rate changes, etc.)*.

Thank you for your time and your business. As you know, my door and phone line are always open, so please let me know how *(utility name)* can help.

Sincerely,

(Name of general manager or key account rep)