



SAMPLE LETTER/EMAIL TO BUSINESS CUSTOMERS

This is a draft letter or email that your top manager(s) or key account representative(s) 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)* are 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**), October 3-9, a national event to emphasize public power's hometown advantages. We are thrilled to have several 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 #PublicPower 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 are not-for-profit and don't have to pay dividends to stockholders. 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 the most recent big storm and any reliability statistics that help to make your case).

This year, we want to continue to recognize our team and celebrate the people behind public power. These hardworking individuals from many departments including human resources, administration, accounting and finance, public relations, field supervision, and engineering and operations, come together and serve our neighbors daily. In the past year, we: (include examples of how employees have gone above and beyond to provide seamless service, or community initiatives such as volunteering at food banks, tree-planting, scholarships, etc.).

Our team will continue to provide exceptional customer service and 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, email, 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)