



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 list other services, if applicable, e.g., broadband, gas)* are important to *(company name's)* operations and ultimate success. We hope *(utility name)* is meeting your needs to satisfaction.

I invite you to join us in celebrating Public Power Week, October 6-12, a national event to emphasize public power's hometown advantages. We are thrilled to have several community events planned, such as *(list activities here)*. Also help us spread the word on social media *(share our messages or post your own, using the hashtags #PublicPower and #PublicPowerWeek)*.

(Utility name) is one of about 2,000 not-for-profit, community-owned electric utilities across the country. Public power utilities operate 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, *(list other efforts, such as purchasing locally, contributing services, 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. 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, such as *(describe any activities or reliability)*



statistics that help to make your case, such as response times following a recent storm or maintenance efforts).

This year, we are focusing on our immense sense of pride in providing safe, reliable, affordable, sustainable, and customer-focused service to our community. And we are constantly keeping an eye on the future. Our recent efforts to position our community for continued success include: *(include examples of energy efficiency programs, storm readiness, mutual aid efforts, renewable energy projects, and safety programs).*

Our team will continue to provide exceptional customer service and we expect that *(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)