SMARTER NEW ENGLAND ENERGY
Stand Up for Energy Choice

PGANE
PROPANE GAS ASSOCIATION OF NEW ENGLAND

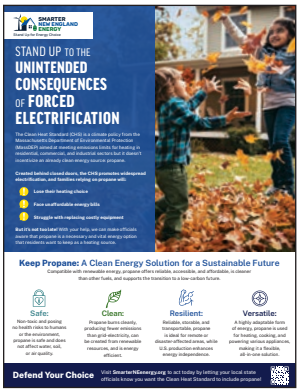
FREE MARKETING RESOURCES TO REACH YOUR CUSTOMERS!

The Drawbacks of the Clean Heat Standard and the Benefits of Propane

Take advantage of this complimentary library of materials that's been created to spread awareness about the Clean Heat Standard (CHS). These materials are available to propane marketers to incorporate into your marketing efforts, employee training, and general customer communications.

Visit **pgane.org/marketing-resources** or scan the QR code to access free marketing materials.
Note: You must sign in with your member credentials to access these materials.

Flyers



These informational flyers are designed to inform your customers about the drawbacks of the CHS and the benefits of propane. There are multiple versions of the flyer to choose from. You can use the flyers in multiple ways:

- **In-House Print PDF:** Print this version in your office. You can hand them out to your customers, include in new customer materials, and display in your office.
- **Outsource Print PDF:** Use this version for bulk printing at your local printer. You can hand them out to your customers, include in new customer materials, and display in your office.
- **Web PDF:** Add this pdf to your website to inform customers.
- We recommend distributing a flyer per quarter to your customer base.

Letter



This letter regarding the CHS is a versatile marketing piece that discusses in detail the contents of the CHS and why it would have a negative impact on your customers. Edit the document to customize the customer greeting and your signature. You can use this piece in multiple ways:

- Print the letter and mail to your existing customers who will be affected by the CHS.
- Use the contents of the letter to create an email to send to your existing customers.
- Add the letter as a blog post on your website for a personalized message to your website visitors.
- We recommend sending this as a print letter or email to your customers twice per year.

Door Hanger



Leave behind valuable information about the CHS when your delivery drivers bring your customers their propane. A door hanger is an easy but effective way to communicate the drawbacks of the CHS to your customers.

- We recommend sending your drivers and technicians to leave these door hangers behind at each fuel delivery or service visit.

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Insert





Already sending out invoices or other mailings? Use a free CHS insert to communicate about this restrictive climate policy to your customers in a way that's impossible to ignore or miss.

- We recommend including this insert in your invoices this heating season.

Web Images





Use your website to communicate with consumers about the drawbacks of CHS and the benefits of propane as a clean energy source.

- Choose from two different size web images, add the image to your home page and throughout your website, and link to https://smarterneenergy.org/.
- We recommend adding an ad to your website on a quarterly basis.

Social Posts



Include these social posts on all your social platforms to communicate with your audience about the benefits of propane and the drawbacks of the CHS and how it will affect them.

- We recommend sharing one social post per week on your social media platforms.

HAVE QUESTIONS?

Please reach out to Alissa Curtis at alissa@pgane.org or your marketing company for assistance to incorporate these materials into your marketing strategy.