

Email template for GBOH - general

Hi!

If you are receiving this email, it's because I know you are interested in sustainability and energy efficiency and/or you have already signed up to participate in Green Buildings Open House.

*I am an organizer for **[Town/County]**, and wanted to send out an email to share some information about GBOH.*

First of all, the event happens on October 2, from 10 AM to 4 PM in locations around the Northeast. Last year, more than 16,000 people toured some 500 sites from Maine to Pennsylvania, and this year's event is expected to be even bigger! There are sites in our area – for a complete list of locations in your area (or to learn more about building features or fuel types) go to <http://www.nesea.org/openhouse/listings/> and search the NESEA GBOH database.

For the past 14 years, the GBOH program has inspired thousands of individuals to learn about and implement energy efficient and renewable energy solutions in their homes. The goal of the GBOH event is to enable participants to see, firsthand, energy efficiency and renewable energy improvements in their communities and subsequently motivate them to adopt similar solutions themselves. At host sites, participants are able to talk with home and business owners, ask questions, and see how their renewable energy technologies actually work. GBOH also connects building owners and managers with professionals who can provide them with sustainable energy services or energy efficiency retrofits.

As host sites register, detailed information and photos of the buildings' innovative energy features are posted, providing an ongoing educational tool. A study by the American Solar Energy Society found that participation in GBOH and the National Solar Tour increased the likelihood that attendees would invest in energy efficiency and/or clean energy measures by 24% -- an increase from 54% to 78%! Amazing!

Talk to the people who are in the trenches – what worked, what didn't work, what they may be thinking about doing next. There is something really powerful about homeowners talking to other homeowners and sharing what they've learned. This is how change happens - be a part of it!

Over the coming weeks, I will be sending along reminders, updates, and emails to welcome new sites to the fold. Please email me if you have questions, issues, suggestions, etc.

I look forward to seeing you on October 2!

Email template – new GBOH sites added

Hi –

*GBOH is now only **[number of weeks/days]** away, and we've got some good news to share. Over the past **[month/weeks/days]**, **[number]** of new location**[s]** have joined Green Buildings Open House! The new sites are located in **[Town/County]**.*

Please be sure and add these new locations into your plans for October 2. Remember: talk to the people who are in the trenches – what worked, what didn't work, what they may be thinking about doing next. Hear directly from home and business owners, ask questions, and see how their renewable energy technologies actually work. GBOH also connects building owners and managers with professionals who can provide them with sustainable energy services or energy efficiency retrofits.

To our new sites, welcome! We can't wait to see and hear about what you're doing to make a difference.

See you on October 2!