



**Citizens' Greener Evanston**  
Act Locally. Breathe Globally.



**ELEVATE ENERGY**  
Smarter energy use for all

## SPREAD THE WORD ON WEATHERIZING! HOSTING A HOUSE PARTY

### Thank you for hosting a party to spread the word on weatherizing!

This is to give you a sense of the party flow, to introduce Citizens' Greener Evanston (CGE) and Elevate Energy and describe the parts they will play and to provide other ideas. We want you to feel comfortable and know that your effort is vital toward helping Evanston reach its emissions and energy reduction goals.

### The House Party: Who does What?

**You**, the Host/Hostess, invite your friends and neighbors and provide food and drinks for your guests, if you wish.

**Citizens' Greener Evanston and Elevate Energy** work with you in advance of the party to answer your questions, provide draft invitations, etc. Usually immediately before the party, Elevate Energy and a carefully selected contractor will provide an energy assessment of your home. Then at the party, CGE, Elevate and the contractor will describe the energy assessment and explain why and how to weatherize our homes. Hosts may ask the contractor to tour the house, showing guests potential energy savings in the host's home. After the party, CGE will follow up with interested guests to make arrangements for their home energy assessments or for them to host their own house parties.

Three project representatives will work with you.

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### RESOURCES FOR YOU

**Nancy Faunce** [njfaunce@gmail.com] is the CGE Energy Efficiency Outreach Coordinator

**Leslie Shad** [leslieashad@gmail.com] is a CGE Board Member and Chair of the CGE Building Weatherization Committee

**Eric Keeley** [eric.keeley@elevateenergy.org] is Outreach and Marketing Coordinator for Elevate Energy

### Weatherizing your Home

**What is Weatherization?** Common steps to weatherize your home are to seal unseen places where heated and cooled air enters and leaves the home, and to increase insulation levels to the latest standards.



**Home Energy Assessment.** The best way to start the weatherization process for your home is to have a home energy assessment performed by a certified building professional before your weatherization improvements. This is better than just making the improvements on your own because

1. It will identify the most cost-effective, scientifically verified opportunities for greatest energy improvements and provide you with actual costs for those improvements.
2. It will measure and document your energy loss before and after your weatherization.
3. It should qualify your home as an Illinois Home Performance with Energy Star home, which can be advantageous if you sell your home later.

**CGE is working with Elevate Energy and the Energy Impact Illinois program to help homeowners through the weatherization process.**

We can help connect you to a certified and carefully vetted contractor to provide your energy assessment and perform your weatherization. House party hosts receive a full home

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### **HOUSE PARTY Continued**

**Nancy Faunce** [[njfaunce@gmail.com](mailto:njfaunce@gmail.com)] is the CGE Energy Efficiency Outreach Coordinator and **Leslie Shad** [[leslieashad@gmail.com](mailto:leslieashad@gmail.com)] is a CGE Board Member and Chair of the CGE Building Weatherization Committee supporting this weatherization program. **Eric Keeley** [[eric.keeley@elevateenergy.org](mailto:eric.keeley@elevateenergy.org)] is Outreach and Marketing Coordinator for Elevate Energy. Both CGE and Elevate Energy are nonprofit organizations.

### **Party logistics.**

**Timing.** Most house party presentations begin at 7 PM on weekday evenings or take place on weekend afternoons, and follow immediately after an energy assessment has been finished in your home. Your home energy assessment, conducted by a certified building professional, takes around two hours to complete.

**Inviting your Guests.** Attached are sample invitations to email or mail.

**Food & Drink.** Not necessary, but you as the host may spruce up the gathering in any way you might like. Simple is best to keep the focus on the presentations and make it easy on the hosts. Be aware of the party timing and whether some guests might need a bite to eat.

**Party Flow [About 2 hours].** Usually parties follow this general flow:

- 15 minutes. Guests gather and are welcomed. Mingle with CGE and Elevate representatives.
- 10 minutes. CGE welcomes guests and makes overall introduction.
- 30 minutes. Elevate describes program and opportunities available for homeowners.
- 30 minutes. Contractor describes weatherization strategies, home energy assessments, and demonstrates the blower door test. May include a short tour of the home and discussion of the host's own home energy assessment.
- 15 minutes. Sign up guests for home energy assessments or to host their own house parties. Wrap up and goodbyes. ♦

### **WEATHERIZING Continued**

energy assessment at no cost, including a blower door test, combustion safety test on all gas appliances and written report sent to the homeowner a few days after the assessment. For homeowners wishing to have an assessment and not host a house party, the cost is \$99.



## **About the Presenters**

### **Citizens' Greener Evanston**

[[greenerevanston.org](http://greenerevanston.org)]. A 501(c)(3) nonprofit formed in 2011, CGE works in collaboration with local governments and other nonprofits to reduce greenhouse gas (GHG) emissions and enhance community sustainability. CGE has an engaged board of directors and about 1,500 members who advocate and provide community outreach through presentations, printed materials and its website. Recent key successes:

- Working with the City of Evanston Sustainable Programs Coordinator and community stakeholders, CGE developed a Livability Plan to reduce Evanston GHG emissions 20% by 2016 (relative to a 2005 baseline). The Evanston City Council embraced the goal and the plan in May 2014. See [www.evanstonlivability.org](http://www.evanstonlivability.org).
- Working with Elevate Energy, CGE helped develop and implement the Evanston/Oak Park Community Challenge, sponsored by Nicor Gas. The program resulted in energy-saving retrofits for 67 homes and raised \$23,500 for energy upgrades for our YWCA.
- CGE initiated the Lake Michigan Wind Energy Act. Signed into law, the legislation moves one step closer to the development of offshore wind energy by calling for the creation of an offshore wind energy siting matrix to identify areas in the lake that are suitable and unsuitable for wind energy projects.

### **Elevate Energy**

[[elevateenergy.org](http://elevateenergy.org)] A 501(c)(3) nonprofit formed in 2000 by the Center for Neighborhood Technology (CNT), Elevate upgrades single and multi-family homes, businesses, houses of worship and others with quality efficiency retrofits. In addition, it administers Illinois' residential hourly electric pricing programs that it helped create, works with utilities to develop another innovative rate option—peak time rebate—and focuses at the community-wide level to bring efficiency to scale. It administers Energy Impact Illinois, a regional initiative of utilities, government entities, and nonprofit organizations working to create a self-sustaining efficiency marketplace. Elevate partners with a vetted group of contractors to maximize energy efficiency gains, helps the City of Chicago implement its energy benchmarking ordinance, and collaborates with the real estate community to value energy efficiency upgrades at the point of home sale/purchase. ♦

## INVITATION TEMPLATES

### INITIAL EMAIL

Dear **NAME**,

This is to invite you to an exciting event I am hosting at my home on **[DATE] from [TIME TO TIME]**. I am inviting representatives from Citizens' Greener Evanston and Elevate Energy to introduce us all to a non-profit program that will help us make our homes more energy efficient and comfortable while saving us money. Their energy expert will conduct an energy assessment of my home, showing us where homes lose energy and what we can do to stop that loss. This will be a great opportunity for all of us to learn about cost-effective improvements we can make to our homes.

House Party Details:

**DATE**

**TIME**

**ADDRESS**

**Snack and drinks will be served (optional).**

Please RSVP by phone or e-mail by **RSVP DATE**.

I hope you are able to make it!

**YOUR NAME**

**YOUR EMAIL AND PHONE**



### FOLLOW-UP [REMINDER] EMAIL

Hi **NAME**,

I just wanted to remind you about the house party I'm hosting at my home on **[DATE] from [TIME TO TIME]** to spread the word about weatherizing our homes. This will be a great chance for us to learn how we can be more comfortable and save money in our homes. Looking forward to seeing you!

House Party Details:

**DATE**

**TIME**

**ADDRESS**

**Snack and drinks will be served (optional).**

I hope you are still able to make it!

**YOUR NAME, EMAIL AND PHONE**

### MAIL INVITATION

Host:

When:

Where:

**Hello, neighbors!**

Please join me at a gathering with representatives from the local non-profits **Citizens' Greener Evanston** [www.greenerevanston.org](http://www.greenerevanston.org) and **Elevate Energy** [www.elevateenergy.org](http://www.elevateenergy.org) to introduce us to programs to make our homes more energy efficient and comfortable while saving us money. Their energy expert will conduct an energy assessment of my house, showing us where homes lose energy and what we can do to stop that loss.

Come for wine, cheese, and conversation!

Hope you can make it.

**RSVP to**

**By DATE**

Fyi... I don't receive credit for signups. It just strikes me as a step in the right direction for our planet.



# ENERGY IMPACT ILLINOIS

**We make it simple to lower your bills and improve the comfort and value of your home**

## **Call us to get started**

Our energy advisors will explain the process and connect you with a trusted contractor who will provide a comprehensive energy assessment for just \$99. The assessment identifies how your home uses and wastes energy and pinpoints the most cost-effective improvements to make.



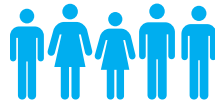
**\$400** average annual savings



More than **4,000** participating homes

## **We will be your advocates**

We have advisors working in your community who will act as your advocates. We oversee our contractors to make sure the work gets done right at a reasonable price, and we help you learn about rebates and loans that can reduce the cost of energy efficiency improvements. The typical improvements, such as air sealing and insulation, are very affordable and pay for themselves quickly.



## **Host a house party!**

Free energy assessments are available to homeowners who host five or more neighbors for the event.

## **Improve the comfort and value of your home**

Most people don't realize there are many benefits to a more energy efficient home. Homes that complete the EI2 program are warmer in the winter and cooler in the summer, making your family more comfortable. And homes that become 15 percent more efficient qualify for the Illinois Home Performance with ENERGY STAR™ certificate, which proves to prospective home buyers that your home is energy efficient. Research proves that homes with these certificates sell faster and at higher prices.



*"It was really helpful having someone I could trust throughout the process."*

— Margot from Oak Park



*"The quality of life change is significant. You come into your house and it's always comfortable. That's really hard to achieve, so it's having a big impact on our family."*

— Steve from River Forest

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MORE**

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Call 1-855-9-IMPACT**