

HPC Guidelines

Program funding:

- Exact details of how the Mass Save program is funded can be discussed in contractor marketing materials, it is generally not preferred.
- If contractors choose to discuss program funding, the tone of voice should be truthful, respectful, educational, and positive about the PAs. The tone of voice should not feel pushy or “salesy.” It should be perceived as helpful to customers.
 - Appropriate
 - The Mass Save program is funded through a charge on your monthly energy bill. Participation in the HEA is of no additional cost to you.
 - The Mass Save program is funded by customers via a nominal charge on their monthly energy bills.
 - Inappropriate
 - The Mass Save program is funded through a hidden charge that your energy service provider places on your monthly energy bill. You already pay for it, so get what you deserve.
 - You are entitled to this money because you pay for this on your monthly energy bill.

When discussing program participation savings:

- Savings claims should always be backed by third party data and they should always be truthful.
- Avoid misleading or hypothetical statements of savings.
- PAs require the use of data from third party sources such as ENERGY STAR®. An example of approved statistics for air sealing and insulation can be found here: https://www.energystar.gov/campaign/seal_insulate#:~:text=Sealing%20air%20leaks%20around%20your,on%20your%20annual%20energy%20bills.
- Any additional data around program savings must be submitted to the SWM group for review and approval via the Lead Vendor.

When describing the HEA:

- **Please see below for some examples of approved headlines and copy to use when describing and promoting the HEA:**
 - **Headline:** Learn How to Save Money and Energy with A No-Cost Home Energy Assessment
 - **Headline:** Discover an Easy Way to Save on Energy Costs
 - **Headline:** Unlock Personalized Energy Saving Solutions with a No-Cost Home Energy Assessment
 - **Copy:** The Sponsors of Mass Save would like to help you reduce energy costs and make your home more comfortable with an energy performance plan tailored to you—including equipment rebates, no-cost products, and 0% financing
 - **Copy:** Staying safe and comfortable at home has never been more important, which is why we’re partnering with the Sponsors of Mass Save to offer no-cost Home Energy Assessments. After guiding one of our qualified energy specialists through a home tour, you’ll receive a personalized recommendation that will help increase the comfort of your home and help you save money and energy.
 - **Copy:** By taking advantage of a Home Energy Assessment, you’re not only improving your home’s energy performance and saving money, you’re getting the experience of making hands-on improvements while learning about your home.



When referring to Mass Save Sponsors:

- Always refer to the program administrators of Mass Save as Sponsors. Do not refer to them as utilities.
- Sponsors do not allow use of their individual PA logos on any materials unless the HPC has received written permission from the PA.

What to expect when SWM review is needed:

- All materials should be uploaded to the portal for review by LVs and RCD.
- Marketing materials that are submitted for approval may take up to 5 business days for review and approval and the HPC should allocate that review time when planning campaigns. Under no circumstances should a marketing piece that has not been approved or recommended changes incorporated be released.
- Whenever possible, the Mass Save Sponsors recommend following and adhering to pre-approved copy suggestions and brand guidelines. Materials that deviate from recommended copy and guidelines may be subject to a longer review period and may not be approved.
- For large and non-traditional advertising ideas and initiative, it is highly recommended that contractors receive SWM approval prior to filming, recording, or otherwise developing the advertisement as the final product may not be approved. Sponsors are open to working with contractors to assist in reviewing draft scripts, storyboards, and other materials for approval before the advertisement is finalized to help ensure contractors avoid costly edits/changes.

Mass Save Brand Identity Guidelines

These guidelines have been created to provide a basic understanding of how to correctly and effectively use the Mass Save identity. By accurately implementing these brand guidelines you are protecting and promoting the integrity of the Mass Save brand.

WE ARE MASS SAVE®:

