



# **49<sup>th</sup> Annual**

# **WEATHERIZATION DAY**

# **OUTREACH TOOLKIT**

# **2025**



**[WWW.NASCSP.ORG](http://WWW.NASCSP.ORG)**

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# Welcome

We are excited to kick off the 2025 Weatherization Assistance Program (WAP) public information campaign with the updated 2025 Outreach Toolkit. Now, more than ever, weatherization is a critical part of making our communities healthier, safer, and more resilient. Your role in highlighting this work is crucial to raising awareness, growing the weatherization workforce, and ensuring that policymakers see and understand the importance of the Program.

Each year we celebrate the WAP's history alongside the work you do every day. Weatherization has served hundreds of thousands of households and saved individuals, families, and communities millions of dollars through energy and health savings. For 49 years, the WAP has provided consistent, effective, and industry-leading services to recipients across the nation; this year, it is the innovations and recipients we want to showcase in our public information campaign. The National Association of State Community Services Programs (NASCSPP) will highlight this work during the Weatherization Day event. We encourage you to share the Enhancement and Innovation (E&I) and/or Sustainable Energy Resources for Consumers (SERC) grants work, and the client success stories happening in your state!

We hope you will use this Outreach Toolkit to find out more about how to raise the visibility of your program and share the many partnerships in your communities. Access tools and resources to engage with social media, take advantage of state-specific information on securing your governor's proclamation for Weatherization Day, or learn about how to educate policymakers about the great work of weatherization. The WAP has a lot to be proud of, so dig in and let's spread the word!

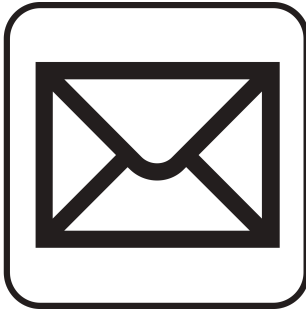
Cheryl Williams  
Executive Director





# General Information

## Weatherization Day Points of Contact



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## Logging Your Activities

Strong and broad engagement in the public information campaign - no matter the time of year or the administration - helps grow support and awareness about the Weatherization Assistance Program and its benefits. That's why it's so important that every territory and state participates as much as possible!



Ongoing education about the program ensures that legislators, potential workforce members, and eligible households are aware of the work and opportunities within the program.

What is your State or Agency doing for Weatherization Day? The national partners want to know about it! Whether it's an event, a press release, a proclamation, or something else, you can log the information in this Google Document so that the national partners can share and highlight all of the great work you are doing.

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**[Log your activities in the Google Document spreadsheet by clicking here!](#)**



# Site Demonstration Toolkit

The NASCSP Site Demonstration Kit can help you plan an onsite Weatherization Day event in your community! You can find it on the [NASCSP website](https://www.nascsp.org).



## 49<sup>th</sup> Annual WEATHERIZATION DAY SITE DEMONSTRATION TOOLKIT 2025



**WWW.NASCSP.ORG**

# Weatherization Day Background

Why does NASCSP launch a public information campaign every year? Why should you take time out of an already overloaded schedule to participate in the campaign? There are many ways public information campaigns matter and make a difference. Let's take a look:

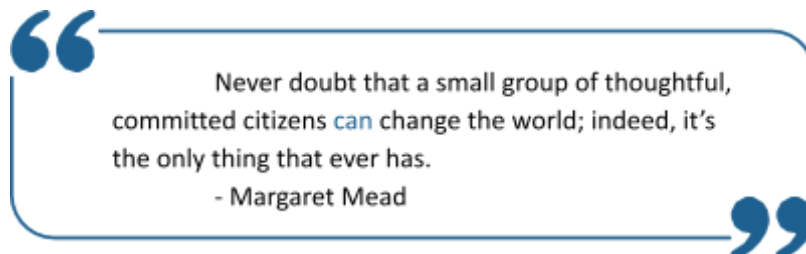
**Raising awareness** - Public information campaigns help raise awareness about important issues, such as health risks, safety measures, social causes, or government policies. By sharing information with your public, you can ensure they are empowered to make informed decisions and know how they can take action.

**Engaging Policymakers** - Weatherization Day is a high-visibility opportunity to engage your policymakers. You can play a role in educating them as they make decisions that impact communities. Communicating with policymakers helps to ensure they are aware of the solutions you offer to challenges in their community such as energy burden and disparate health outcomes.

**Promoting Behavior Change** - Many campaigns aim to promote positive behavior change. By providing information and emphasizing the benefits of certain behaviors, like accessing the WAP, campaigns can motivate people to make positive changes in their lives.

**Addressing Misconceptions** - Public information campaigns can help dispel myths, misconceptions, and rumors surrounding certain topics. For example, WAP-eligible members of your community may not be aware that energy efficiency is a service available to them. By addressing misconceptions, campaigns contribute to a better-informed community and reduce the spread of false information.

Overall, engaging in a public information campaign for weatherization helps raise awareness about the benefits of energy efficiency and how accessing WAP services can improve quality of life for individuals, families, and communities.



# Timeline and themes

August	September	October
<b>Blog post</b> <ul style="list-style-type: none"> <li>➤ Note collaborative effort between NASCSP, NCAF, and NCAP</li> <li>➤ Encourage site visits and link to updated guide for planning events</li> <li>➤ Announce September webinar to roll out Resource Kit</li> <li>➤ Briefly outline communication strategy for October</li> </ul>	<b>Weatherization Day Kit Roll Out</b> <ul style="list-style-type: none"> <li>➤ Webinar: <b>September XX</b></li> <li>➤ Explain communication strategy in depth</li> <li>➤ Go over resources in Toolkit</li> <li>➤ Release Toolkit on website</li> </ul>	<b>Energy Awareness Month</b> <p>Short blog post revisiting the theme of each week and pointing to resources from the Toolkit.</p>

## OCTOBER 2025

SUN	MON	TUES	WED	THUR	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

### Week 1

Energy Benefits & Energy Efficiency

### Week 2

Health & Safety

### Week 3

Workforce Development & Innovation

### Week 4

Client Success stories

# **Energy Awareness Month Themes**

## **Week 1 - Household Benefits: Energy Efficiency, Health & Safety**

Focus your social media posts and toolkit resources on the energy, health and safety benefits of WAP and energy efficiency in general. Think family savings, reduced energy use, and lower bills, reduced asthma, moisture reduction, less allergies, fewer days missed of work/school, less out of pocket medical costs, and better indoor air quality.

## **Week 2 - Community Engagement & Partnerships**

Focus your social media posts and toolkit resources on community engagement and partnerships. These can be strategies or relationships that have been successful. Highlighting how WAP brings community organizations together and impacts other organizations is great. Consider organizations you work with to provide support and wrap around services for families. This is also a great place to highlight partnerships with local businesses that benefit from WAP in the community.

## **Week 3 - Workforce Development & Training**

Your social media posts and toolkit resources will focus on jobs supported by WAP, workforce development/training of the WAP workforce, and partnerships with utility companies/other sources of leveraged funds that maximize impact. This is a time to feature WAP professionals, small businesses that participate in WAP, WAP training centers, info on weatherization tools, and use of LIHEAP funds.

## **Week 4 - Client Success Stories**

This week will center the clients of WAP services who have been positively impacted by the program. WAP can be life-changing. Take this opportunity to highlight client stories and send them to NASCSP, NCAP, and NCAF. Help us reach our goal for a story from all 50 states, the U.S. Territories, and the District of Columbia to be shared this week!

## **[Jump to Examples of Client Success Stories](#)**

# Proclamations and Declarations

## Proclamations

We'll walk through governor's proclamations here, but did you know that many local government offices also issue proclamations? Consider whether local and state recognition would be meaningful for your audiences. Proclamations are also one great way to include your local and state leaders in outreach. We will discuss others in the next section.

In almost every State, there are two ways to get a day designated for a specific observance:

- ① Ask a state senator or representative to sponsor a resolution announcing the day.
- ② Go directly to the governor's office and ask for a proclamation or declaration.

### Working with a Governor's Office

It may be faster and easier to work directly with the governor's office than to work through the legislature. If you have contacts in your state legislature, copy them on communications.

- Contact your governor's staff and ask for the person who handles proclamations. Ask them about the procedure for requesting a proclamation. Ask if a sample is available.
- Let them know that you will prepare the information to match the sample format. In some cases, a staff person may offer to assist you.
- Follow the format in the sample provided by your State.



**[Jump to State and Territory Proclamation Information](#)**

## Working with Your State Legislature

Your governor's office and state legislature have similar processes and paperwork for proclaiming a State Weatherization Day. The differences will be in the approach you use to gain the attention of the legislators and the nature of the support necessary to ultimately result in passage of the resolution.

- First, identify one or more legislators likely to sponsor such a resolution. These legislators should have a close relationship with the local weatherization agency serving their districts. It may be prudent to have the local agency director approach the legislator with the idea, as legislators are more likely to respond to constituents.
- Second, offer (or have your agency director offer) to prepare the resolution for the legislator. Use a few examples of resolutions recently passed.

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Proclamation signings provide a great opportunity to get the WAP noticed! Consider the following when preparing for this event:

- Start at least 90 days before Weatherization Day — these things take time. Call your governor, city or town mayor, county commissioners, etc. to tell them about Weatherization Day and what you'd like them to do to help recognize the program.
- Invite local media to attend the signing and keep them posted on developments.
- Follow up! Send a cover letter, information on Weatherization Day, and the program. Include a copy of the proclamation and your contact information.
- If possible, have the signatories sign the proclamation while visiting a home that is being weatherized or have them sign one at a site demonstration.
- Take plenty of photos of the event, like the one here of U.S. Representative Paul Tonko and NASCSP Executive Director Cheryl Williams.
- Have your staff on hand to answer questions and provide information to participants.
- Write a news story and ask your local newspaper to run it.





# State Weatherization Day Proclamation Sample



# Including Policymakers

Educating federal, state, and local policymakers is a crucial component of this public information campaign. Including policymakers in your Weatherization Day activities is an impactful way to do this. Find elected U.S. officials [here](#) and State officials [here](#). The following are a few tips for engaging policymakers:

**Contact national organizations** before you begin planning. These organizations can guide you through the process, whether helping you secure and plan a visit, or following up with your member in Washington.

## [Jump to National Contacts](#)

**Select a project lead**, or someone who will manage all aspects of the site visit including logistics, internal messaging prep, and communications to the public.

**Craft an invitation** that conveys gratitude and excitement. The invite letter should include appreciation for past support, significance of the site visit for the member, in addition to logistical details and the Leader's contact information.

**Select a site.** Legislators want to see a site in progress and want to see action while there. If possible, stop by a completed project, or have a homeowner come by the site in progress.

## Preparing Messaging

- Determine objectives of your visit. What do you want your policymaker to leave knowing? There are different objectives for different representatives. Make sure you are ready to tell your Member of Congress or Senator how they can support your efforts in Washington. Ask yourself: how can we make this visit worth their time?
- What's your message? Give an overview of how many houses you weatherize and the community impact for doing so. Be ready to illustrate your message through a story of one family. Think in terms of "heating versus eating", or what would happen to the family without WAP.

- Choose and prepare staff who will talk with your representative. They will be interested in speaking to: 1) the family whose home is being weatherized to learn what it means to them; 2) a family who has had a home completed and what it has meant to them since they've been in the home; 3) workers who can explain the techniques and advanced training it takes to properly weatherize a home; and, if possible, 4) a community stakeholder who has seen the benefits of WAP through another lens (a banker, a utility, or supplier).

**Managing Press.** Coordinate press engagement with your member's office. Generally, they will want to invite press and manage the contact with the press but see if you can help by drafting a press release and let them look over anything before you send it out to your press list.

**Follow-up.** Send a thank you note and stay in touch.



# Telling Your Story

## Create Your Narrative in Five Strategic Steps

1. Choose stories that focus on the values and goals of the WAP. Be sure they reflect shared values, such as supporting families, economic development, workforce development, opportunities for individuals, and saving energy.
2. Begin with a widely shared challenge or concern.
3. Continue with a description of the problem itself, in this case energy efficiency and job creation.
4. Lay out how WAP and your organization provide a solution.
5. End with a description of the outcome highlighting successes and future expectations.



Using this five-step approach will strategically frame your story so it is more likely to connect with the audience in ways that will help them understand what the WAP is doing to address economic insecurity, energy efficiency, and job training. Let's dig further into the five steps.



### Choosing Your Stories

There are many purposes for WAP success stories. Among them are:

- Introducing the WAP to the general public.
- Teaching others about how energy efficiency and energy poverty impact low-income individuals.
- Raising awareness of job opportunities and training throughout the WAP.
- Highlighting technology and techniques of the program.
- Describing innovative approaches to service delivery.

As you think about what story to choose, look for options that both exemplify the best the WAP can deliver and include personal stories that align with program goals.



## **The Beginning is Important - Frame Your Story**

A reader will put your story into a category after reading or hearing the first few sentences. Begin a story by identifying the broad community or social problem that is behind the subject – for example, energy insecurity and scarcity of jobs. When you frame your story by showing the reader that the problem you solved is a broad-based problem, you open the door to showing how the WAP benefits the reader and the entire community.

Describe your project in the positive – don't just state the problem in the negative, e.g., "Job loss has devastated the region." Instead, immediately draw the link between WAP and success. "While there has been much job loss throughout the region, Agency ABC has trained X new workers for the new, green economy."

Below are examples of frames you can use to shape your story in the positive and connect with readers.

- Providing solutions to societal issues, such as low-wage jobs, unhealthy living conditions, and high energy bills.
- Expanding community economic opportunities for all through sustainable development.
- Helping families in crisis by providing services that allow them to stay in their homes.



### **Describe the Specific Problem and Goals**

Now that you have framed the problem and the audience recognizes it as one shared by many communities and people, the story is much more dynamic. Plan your narrative to include the steps taken to implement solutions and creative approaches taken.

Avoid being vague and passive when describing projects, like “the home’s energy efficiency was improved.” Rather, be specific and active in describing your role in reaching the solution.

Example: Agency ABC used blower doors and infrared cameras to identify insulation gaps in client John Smith’s home. After identifying problem areas, the crew sealed bypasses and added insulation.



### **Describe the Solution and Solution Implementation**

Successes should turn the general goals from Steps 1 and 3 into specific achievements.

- This tells what happened in general, but not how it happened. Who undertook what actions? What roles did the active partners play? What concrete steps did the partners take to get a successful result?
- There are no action words and no images to clarify how such a process works. Focus on the actions and leadership qualities of your organization and partners.
- The narrative lacks detail on why this is a special project. Why is this important? What is different?





## **Describe the Outcome**

End all narratives with demonstrated successes. Numbers can be helpful, especially with respect to community and economic changes. Keep details of events high level, focusing on key activities and outcomes.

## **Individuals and Their Successes: How Do Their Stories Fit In?**

Historically, WAP success stories have focused on a participant and their personal story of success. We have generally accepted that this “puts a face” on the problem and on the solution. However, WAP practitioners need to be very careful about choosing how they use personal stories to illustrate their work.

Research shows that too many readers of personal stories frame them by assuming that personal character flaws caused the difficulties that led to the person’s problems and lack of resources. This assumption could be related to cultural biases that dismiss programs or government assistance as undesirable or mark a failure to “make it.”

WAP has a powerful story to tell – the Program helps low-income people and workers in a very hands-on, concrete way. To make sure you highlight personal stories that will resonate with the general public, tell them in empathetic ways that don’t rely on stereotypes or cliches.

### **Jump to Client Success Stories**

## **Use Numbers**

The Weatherization Assistance Program has compelling, concrete data that can illustrate the impact of the work through energy savings, utility bill savings, job creation, carbon emissions reduction, and homes weatherized. We recommend using these statistics as much as possible as they make a strong case for the Program.

Use statistics that will resonate with the average reader, such as homes weatherized, or money saved; using technical numbers from a blower door test will only confuse the reader without conveying your message. Here are a couple examples:

- On average, weatherization saves households \$514 in out-of-pocket medical expenses and \$583 in pay due to fewer missed work days.
- For every dollar invested into the program, \$2.78 in non-energy benefits are generated.

For these and more statistics to use, visit the NASCSP website: <https://nascsp.org/wap/waptac/wap-resources/reports-and-fact-sheets/>

## **A Picture is Worth a Thousand Words**



Photographs that illustrate a story can be wonderful, but pictures are powerful tools to use with caution. Even where your words have “painted the picture” you intend, you may wish to add power to the story with a strong picture. Weatherization has a great built-in mechanism for this, since the diagnostic tests and works in progress can be compelling photos. Health and safety measures make a great story too. Make sure that the action is clear and that all people pictured wear proper safety equipment.

## **Shape Your Photos around the Real Story**

You can, literally, frame your subject by focusing the camera (or cropped picture) on weatherization installation and participants. Planning what you want your image to convey can ensure you include all the elements necessary to make the photo a powerful tool.

## **A Picture is Problematic When...**

- It is not obvious what story the picture tells. Vagueness does not get the specific WAP focus across.
- It illustrates a bias or stereotype.
- There is something in the picture that diverts attention from your story.
- It focuses on individuals, not actions or results. Personal portraits, like personal success stories, should be used only when they help to frame your story in positive terms and the subject should be chosen very carefully.
- The role of your organization is not obvious.



## Where to Find Images

Images and infographics are a powerful, eye-catching way to tell the story of WAP. Images can convey complex data

very quickly and clearly.

The images below would complement any of the tweets or Facebook posts from earlier in the guide.

Just right click and copy/paste into your post

OR right click and "Save Image As" onto your

computer. Also consider

crafting your own captions to go along with the image.



Want to create your own infographics? Sites like [Venngage](#), [Canva](#), and [Piktochart](#) are FREE and easy to use. When selecting images, be sure to make sure they are unlicensed and available for public use/reproduction. [Pixabay](#) and [Unsplash](#) are great databases for free images that can be used in your social media efforts.

*Infographic Source: Tonn, B., Rose, E., Hawkins, B., Conlon, B., Oak Ridge National Laboratory, & Oak Ridge Institute for Science and Education. (2014). Health and Household-Related Benefits attributable to the Weatherization Assistance Program. [https://weatherization.ornl.gov/wp-content/uploads/pdf/WAPRetroEvalFinalReports/ORNL\\_TM-2014\\_345.pdf](https://weatherization.ornl.gov/wp-content/uploads/pdf/WAPRetroEvalFinalReports/ORNL_TM-2014_345.pdf)*

# Reports and Fact Sheets

Sharing data from reports, fact sheets, and research can be a powerful messaging tool. Here are some links to documents you can share as part of your Weatherization Day campaign.



## Quick Fact Sheets

[FY 2024 Accomplishments Report: Supporting the Development of Efficient, Affordable, Equitable, and Resilient Energy Systems - NREL](#)

[Updated Weatherization Fact Sheet \(Updated July 2023\)](#)

[WAP National Evaluation Results Fact Sheet. DOE](#)

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## WAP National Evaluation- Oak Ridge National Laboratory

[Weatherization Works Summary of Findings from the Retrospective Evaluation of the U.S. Department of Energy's Weatherization Assistance Program](#)

[Health and Household-Related Benefits Attributable to the Weatherization Assistance Program](#)

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## Health Benefits of WAP and Residential Energy Efficiency

[Occupant Health Benefits of Residential Energy Efficiency - E4TheFuture](#)

[Home Rx: The Health Benefits of Home Performance - DOE](#)

[Weatherization + Health: Health and Climate Change Co-Benefits of Home Weatherization in Vermont – Vermont Department of Health, 2018](#)

[The Washington State Weatherization Plus Health Report – Washington Dept. of Commerce, 2022](#)

[Pierce County Healthy Homes Case Study – Washington State Weatherization Plus Health, 2019](#)

[Braiding Energy and Health Funding for In-Home Programs: Federal Funding Opportunities - ACEEE, 2020](#)

[Weatherization Plus Health: Injury Prevention Pilot – New Opportunities, Inc. & National Center for Healthy Housing, 2016](#)

[Incorporating Injury Prevention into Energy Weatherization Programs – Journal of Public Health Management and Practice, 2019](#)

[Federal Weatherization and Health Education Team up: Process Evaluation of a New Strategy to Improve Health Equity for People With Asthma and Chronic Obstructive Pulmonary Disease– Journal of Public Health Management and Practice, 2019](#)

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## Energy Burden and Low-Income Energy

[DOE Low Income Energy Affordability Data \(LEAD\) Tool](#) - This interactive mapping database can zero in on specific community statistics and data. *(now housed on third-party site)*

[Environmental Justice Mapping Tool](#) - EPA *(now housed on third-party site)*

[Bridging the Rural Efficiency Gap](#) - Island Institute

[Energy Information Administration \(EIA\) State Energy Portal](#) - Download custom data dashboards

[Residential Energy Consumption Survey \(RECS\)](#) - Energy Information Administration

[Lifting the High Energy Burden in America's Largest Cities: How Energy Efficiency Can Improve Low-Income and Underserved Communities](#) - ACEEE

[The High Cost of Energy in Rural America: Household Energy Burdens and Opportunities for Energy Efficiency](#) - ACEEE, 2018

[How High Are Household Energy Burdens? An Assessment of National and Metropolitan Energy Burdens across the U.S.](#) - ACEEE, 2020

[Home Energy Affordability Gap](#) - FSC

Find state [fact sheets](#) with information such as percentage of income paid by low-income families on energy, number of households facing high energy burden, etc.

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## Weatherization and Energy Efficiency Jobs

[2024 Energy Efficiency Jobs in America](#) - E4 the Future

# Social Media Resources

Social media is an indispensable communication tool. Its accessibility and reach make it a natural avenue for education, information sharing, and connection.



It is useful in the policy and advocacy landscape to help educate legislators about how the program supports low-income households, increases energy efficiency, and maintains affordable housing stock. Legislators at local, state, and the federal level have online social media presences that share their interests and interact with constituents and other interested parties. Social media is also a powerful method of communication to raise awareness about the program and connect eligible households to local providers. With almost three quarters of Americans using some form of social media in 2025, it serves as a great tool to get your message out into the community in an accessible and affordable way.

In the following pages, you will find social media resources to assist in your Weatherization Day 2025 efforts. These resources include pre-written posts, images, videos, and sites to create infographics. If you have questions about any of the materials in this guide, please email Andrea Schroer ([aschroer@nascsp.org](mailto:aschroer@nascsp.org)) at NASCSP.

## Sample Social Media Posts

### General WAP

#DYK: The #WAP was signed into law 49 years ago by President Gerald Ford on August 14, 1976?  
#WxDayOct2025

#DYK that more than 7.2 million low-income households have experienced improved energy efficiency and/or energy burden reductions in their homes as a result of #CommunityActionAgencies providing #WAP? #CommunityActionWorks #WxDayOct2025

#WAP is an incredibly successful federal, state & local partnership that serves every county in the US and 5 US territories. #CommunityActionWorks #WxDayOct2025

Over its 49-year history, the #WAP has weatherized more than 7.2 million homes, creating #healthyhomes & lowering #energyburden #WxDayOct2025

Every dollar invested in #WAP returns over \$4.50 to society in energy, health, and safety benefits.  
#WxDayOct2025

The #WAP's 49-year record of success has been documented by @ORNL. Check out the report here: <http://bit.ly/1W4Nag2> #WxDayOct2025.

#WAP was launched in 1976 as a fast, cost-effective, and environmentally sound way to prevent future energy shortages in the United States while reducing the Nation's dependence on imported energy supplies. #WxDayOct2025

#WAP provides energy savings to American families, health & safety benefits, jobs & new technology  
#WxDayOct2025

Households benefit from #EnergyEfficiency when less of their household income goes to utilities  
#WxDayOct2025

#DYK: The #WAP serves single family, multifamily, and manufactured housing! #WxDayOct2025

More than 72,000 homes were weatherized in 2023 #WxDayOct2025

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## Energy Benefits & Energy Efficiency

Common #WAP measures include air sealing, wall & attic insulation, duct sealing, furnace repair/replacement. #WxDayOct2025

#Weatherization saves low-income families \$283 per year on average in energy costs, lowering their #energyburden. #WxDayOct2025

#WAP can have a big impact in rural areas where energy burden is high. Learn more about rural energy burden [from this report from @ACEEE](#)

#WAP reduces a home's average natural gas consumption by 18%, electricity by 7%. What would that mean for YOUR bill?

#WAP is just as critical in warm climates as cold ones- WAP saves \$\$ on cooling! #WxDay2025

#WAP lowers heating bills in a cold weather state by 30% on average, #WxDay2025

Low-income households spend 16.3% of annual income on energy versus 3.5% for others.  
#WAP is critical to reduce #energyburden! #WxDayOct2025

#DYK: Residents w/ asthma reported fewer hospitalizations and ER visits after  
#weatherization? #WxPlusHealth #WxDayOct2025

Children missed fewer school days after their homes received #energyefficiency services from  
#WAP. #HealthyHomes #WxDayOct2025

Reducing energy costs means families have more money to spend on food, medicine & other  
Essentials. #WxDayOct2025

After #Weatherization, families' out-of-pocket medical expenses decreased by an average of  
\$514 annually. #WxDayOct2025 #WxPlusHealth

## Community Engagement and Partnerships

Partnering with your local #WAP agency helps spread the word about #Weatherization!  
#WxDayOct2025

#LIHEAP and #WAP work hand in hand to reduce the energy burden of low-income Americans.  
#WxDayOct2025

#CommunityColleges and #TradeSchools are great partners with #WAP – growing jobs and awareness! #WxDayOct2025

Partnerships help increase the impact of #WAP! Many WAP organizations have successful partnerships with utilities to serve more clients and secure more energy efficiency gains.  
#WxDayOct2025

Integrating and partnering with other healthy homes organizations focusing on lead, pest control, mold, and more benefits clients in so many ways and builds community bridges!  
#WxDayOct2025

DYK? Up to 15% of state's #LIHEAP funding can be allocated towards investing in energy efficiency measures through the #Weatherization Assistance Program. Partnership means more families are served by #WAP #WxDayOct2025

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## Workforce Development & Training

The #WAP creates local jobs that cannot be exported! The #WeatherizationWorkforce is trained and highly skilled. Find a #WAP Training Center near you:  
<https://irecusa.org/clean-energy-training/credentials/credential-holder-registry/> #WxDayOct2025

#WAP supports thousands of #EnergyEfficiency jobs! Did you know #EnergyEfficiency employs almost 2.3 million people nationwide? [Learn more by visiting the E4TheFuture Jobs Report](#)  
#WxDayOct2025

#WAP leads the way in advancing tech, research & work practices to make #energy upgrades cost-effective, safe & comprehensive.

#WAP supports 8,500 skilled and dedicated jobs and thousands more in related industries.  
#WxJobs #WxDayOct2025

#WAP supports jobs across supply chain- WAP crews, material suppliers, tech companies & more.

#WAP benefits communities by providing safer & more #energy efficient housing stock + increases local economic activity

#WAP engages local contractors in communities across America. #WxJobs #WxDayOct2025



# Videos



## State WAP Programs

Alaska (2022)

Minnesota (2022)

District of Columbia (2020)

Minnesota (2019)

New Mexico

Washington

Virginia

Indiana

Wisconsin



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## Client Success Stories

Missouri

Nebraska

Kentucky

Alabama

Pennsylvania

New York

Florida

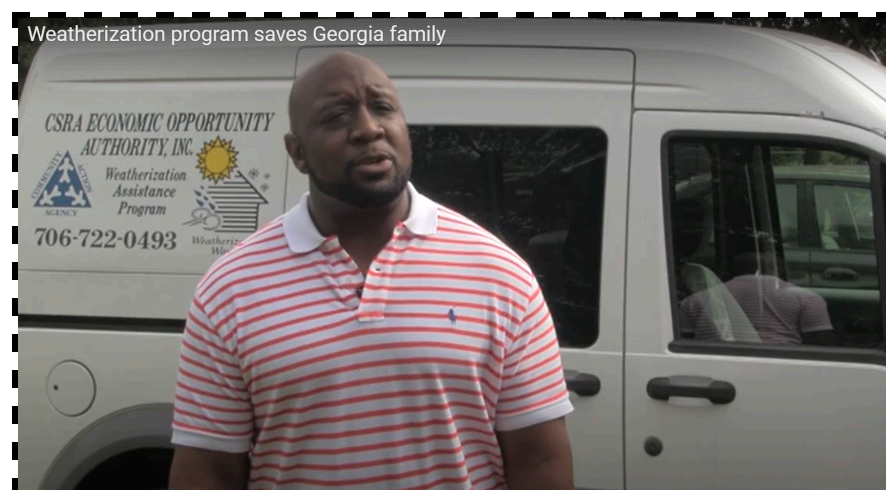
Virginia

Georgia

Washington

Indiana

Colorado



## History of WAP

Filling the Gaps

Appalachian Weatherization

Then and Now Virginia



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## WAP Workforce

Trainer

Small Business Owner

Energy Auditor

Community Action Agency

Building Performance Center (WA)

Santa Fe Community College (NM)



## Other

Wx Day 2021 – Celebrating 45 Years

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# Sample Graphics & Images



● Weatherization supports

**Jobs & Small Businesses**

• Strengthens local communities - jobs cannot be exported  
• Training, certifications & workforce development  
• A market for American Manufacturing of products & equipment used in Weatherization

Photo Credit:  
1. Werner Stocum, NREL (left)  
2. Dennis Schroeder, NREL (right)

NASCSP



**UTILITY PARTNERSHIPS**

• Enable WAP to weatherize more homes  
• Empower WAP agencies to deliver more comprehensive services  
• Promote innovation  
• Expand capacity and workforce

#WeatherizationWorks

Photo Credit: Dennis Schroeder, NREL 29581

NASCSP  
National Association for State Community Service Programs

# WEATHERIZATION LEVERAGES RESOURCES FOR YOUR HOME

57 offices generate over a thousand grants and support **more than 700 subgrantees** across the country and U.S. territories every year. Quality Assurance WAP state offices perform comprehensive quality assurance on technical, fiscal, and programmatic aspects of the WAP.







## HOW WEATHERIZATION STATE OFFICES ACT AS CONDUITS

State offices steward funds, ensure compliance with regulations, and serve as a communication conduit between local providers and federal agencies.





CSBG + WEATHERIZATION

## IT'S WAP WEDNESDAY



The Community Action network is a significant provider of Weatherization services to communities across the nation.



### In 2021, the network provided these Weatherization services:



Independent-Living Home Improvements (e.g. structural, appliance, heating systems, etc.) to **11,692** individuals.



Healthy Homes Services (e.g. reduction or elimination of lead, radon, carbon monoxide and/or fire hazards or electrical issues, etc.) to **37,163** individuals.



Energy Efficiency Improvements (e.g. insulation, air sealing, furnace repair, etc.) to **131,754** individuals.

**78,134**

Individuals experienced **improved health and safety** due to improvements within their home.

**1,295,006**

Individuals had **improved energy efficiency and/or energy burden reduction** in their homes.

Preliminary data from FFY 2021 CSBG Annual Report