

2025 WEATHERIZATION DAY

**A National
Snapshot**



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Introduction

October 30 is National Weatherization Day, an annual opportunity to highlight the impacts of the U.S. Department of Energy (DOE) Weatherization Assistance Program (WAP). Over the past 49 years, WAP has helped improve more than 7.2 million homes, reducing energy costs for families, enhancing safety and comfort, and creating stable jobs that strengthen local economies.

The National Association for State Community Services Programs (NASCSPP) proudly supports these celebrations by providing resources and tools to amplify Weatherization Day activities nationwide. This year, NASCSPP staff attended events across the country, gaining a firsthand view of how weatherization strengthens households and bolsters local economies.

Alongside these in-person efforts, Weatherization Day generates significant virtual engagement, including proclamations, press coverage, and social media activity. These campaigns raise awareness about WAP's successes, demonstrating that Weatherization saves money, improves lives, and supports the local workforce.

Weatherization Works!



Weatherization Day Recognition Campaign Kickoff

In early July, NASCSP issued a communication to WAP Grantees and Subgrantees announcing the annual Weatherization Day partner webinar and releasing the [2025 Weatherization Day Toolkits](#).

On August 11, 2025, NASCSP, along with the National Association of Community Action Programs, the National Energy and Utility Affordability Coalition, and the National Communication Action Foundation, hosted a webinar to provide an overview of the Weatherization Day Toolkits and discuss the importance of sharing the story of the impact of weatherization in local communities. The webinar [recording](#) and [presentation](#) are available on the NASCSP Public Information webpage. One hundred and forty WAP grantees and Subgrantees attended the webinar.

Resources

NASCSP developed toolkits and resources to support Grantees and Subgrantees in planning and promoting successful Weatherization Day events. These resources include a site demonstration guide, an outreach toolkit, sample public policy invitations, and a platform to track Weatherization Day events nationwide.



2025 Weatherization Day Site Demonstration Toolkit

On-site demonstrations are a powerful way to showcase the impact of weatherization efforts. On-site demonstrations are typically held at a weatherized home, but may also be held at other locations, such as a weatherization training center. They not only help the public see the tangible benefits of energy efficiency upgrades but also provide a technical lens into the science behind the work. These demonstrations can effectively illustrate how federal funds are being used responsibly and efficiently, reinforcing transparency and trust in the program.

The NASCSP [Weatherization Day Site Demonstration Toolkit](#) provides Grantees and Subgrantees with the know-how to create a meaningful event in these communities. The guide provides a guide to help identify roles, understanding the impact of the press at the event, how to organize technical content, how to select a location, and how to establish the timing of the event. In addition, the toolkit provides example scripts, an agenda, and a checklist of processes.

2025 Weatherization Day Outreach Toolkit

The [Weatherization Day Outreach Toolkit](#) provides Grantees and Subgrantees with additional information on how to ensure a successful weatherization day. Resources include a proposed timeline and theme for Energy Awareness Month. Example proclamations and how to coordinate with the state's Governor's Office. Additionally, fact sheets and social media resources help provide guidance and direction. Finally, the toolkit provides examples of telling the story of WAP and how that story can help share how the program impacts the household, agency, and community.

Sample Public Policy Invitation

A key strategy in planning a Weatherization Day event is extending an invitation to local elected officials. Officials who participate in these events can see firsthand how federal resources are being used to improve the lives of those within their districts. NASCSP provided an example [policy invitation](#) for Grantees and Subgrantees to utilize.

Activities

Weatherization Day Celebrations

Region 1

New Hampshire:



On October 3rd, the New Hampshire Department of Energy hosted a Weatherization Day celebration and training event at the Lakes Region Community College in Laconia, New Hampshire. This event featured hands-on demonstrations, educational sessions, and vendors from the energy sector. Attendees had the opportunity to observe spray foam and dense-pack insulation installations and receive training on heat-pump installation and client energy education. This event concluded with a workforce awards ceremony, honoring WAP workers, some of whom had over four decades of service in the program.

Massachusetts

On October 30th, Community Action Pioneer Valley hosted the Massachusetts National Weatherization Assistance Program Day. The event provided a live installation of weatherization materials and demonstrated how Weatherization helps Massachusetts families reduce energy costs.

“National Weatherization Assistance Program Day gives us the opportunity to showcase the real-world impact of weatherization assistance and the difference it makes in the lives of our neighbors. Our job is to help people feel like we’ve wrapped a warm blanket around their home, leaving them feeling safe, comfortable, and cared for.”
Peter Wingate, Energy Director at CAPV



New York:

In New York, the Association for Energy Affordability hosted an event on October 30, 2025. The all-day event provided opportunities for panel discussions on leveraging multiple funding resources and workforce succession planning. The day ended with a case study presentation and an on-site demonstration.



Region 2:



**GLEAMNS HUMAN
RESOURCES COMMISSION,
INC. INVITES YOU TO**

WEATHERIZATION DAY 2025

Thursday, October 30, 2025
1:00 PM – 3:00 PM
at the
Dr. Benjamin E. Mays Historical Site

October is National Energy Awareness Month and GLEAMNS Weatherization Assistance Program is observing October 30, 2025, as National Weatherization Day. We will highlight the Program and its impact of energy conservation and home health and safety. This year we will host at the Dr. Benjamin E. Mays Historical site located on the GLEAMNS campus. We will have vendors from our community, demonstrations on energy saving measures for the home, literature and educational material, giveaways, light refreshments and more.

**LIGHT BULB
EXCHANGE**

Bring your incandescent light bulbs to exchange for LED light bulbs. There will be a limit of 3 per attendee while supplies last.



327 N Hospital Street, Greenwood, SC 29646 864.223.8434

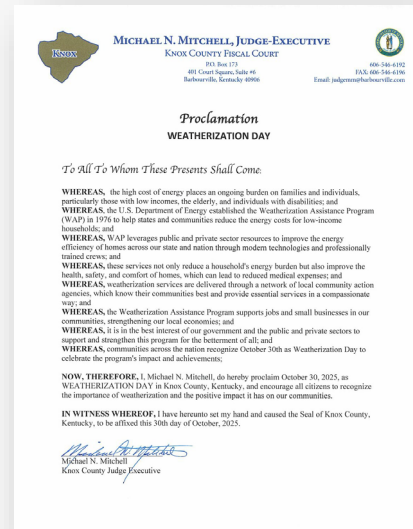
South Carolina:

GLEAMNS Human Resources Commission observed National Weatherization Day on October 30, 2025. The event provided a demonstration of energy savings measures and included a light bulb exchange for households.

Kentucky:

A proclamation signed by Knox County Judge-Executive Mike Mithcell recognizes the national impact and local importance of the Weatherization Assistance Program.

Prior to Energy Efficiency Month, the Residential Energy Efficiency Training Center hosted an Open House demonstrating weatherization testing on the newly built labs and props.





Florida:

Central Florida Community Action Agency hosted a Weatherization Day event on October 30, 2025. The event showcased the benefits of weatherization and provided community engagement opportunities.

Mississippi:

In Meridian, MS, Multi-County Community Action Agency hosted an event at a client's home on October 30, 2025. The image showcases crews adding insulation under the home.



Puerto Rico:

On October 30, 2025, the Puerto Rico Department of Economic Development and Commerce (DEDC), hosted a fabulous Weatherization Day Event in the Plaza las Americas in San Juan. The day began with a live radio broadcast informing Puerto Ricans that they could apply for the WAP (Tu Casa Eficiente) program and providing an overview of the program's energy conservation benefits. The former Governor of Puerto Rico, Alejandro-Garcia-Padilla, Senator Carmelo Rios, and celebrity personality Alex DJ were in attendance. Alvin Miranda, DEDC's WAP Manager, provided vital commentary and instructions on how to qualify for the program. The Governor of Puerto Rico, Jennifer Gonzalez-Colon, issued a Weatherization Day Proclamation 2025 for the event.



The Puerto Rico Department of Economic Development and Commerce (DEDC) launched its new branding campaign for the Weatherization Assistance Program, called “Tu Casa Eficiente” to kickstart events leading up to Weatherization Day 2025! To increase awareness about the program, they built a demo house with energy education components that will be placed in several malls throughout the island. They launched the campaign in Ponce at Plaza del Caribe, with hundreds of people coming through the demo house for client energy education and to learn how to apply for the program. Staff from the DEDC Weatherization office were on hand to provide direct assistance and answer questions from the participants.

Georgia:



The Georgia Environmental Finance Authority (GEFA), in partnership with the Clayton County Community Services Authority (CCCSA), highlighted the success of the Weatherization Assistance Program during its 2025 Weatherization Day event! The event celebrated the work and dedication of Weatherization contractors across Clayton, Fayette, and Henry counties, and featured technical insights from GEFA officials, Laura Whitfield, Eneesha Maynor, and Quenton Talley.

Representatives from Atlanta Gas Light and the energy vendor sector also discussed their close, ongoing collaborations with CCCSA. The contractor audience engaged in a lively energy efficiency training session and heard moving success stories from three CCCSA clients, some of whom had been served by many of the contractors in attendance. The afternoon was capped off with awards honoring contractors for their several years of service in WAP.

Region 3:

Missouri:

In MO, North East Community Action Corporation hosted a Weatherization Day demonstration on October 29th, 2025, at the home of a customer. Ozarks Area Community Action Corporation also hosted an event in Springfield on October 30, 2025. The image showcases a crew member blowing insulation into a home.



New Mexico:



In NM, Red Feather Development Group facilitated a day of celebration. At a home in Upper Fruitland, participants learned about energy-efficient retrofits the homeowner received as part of the NM EnergySmart Weatherization Program.

In addition to Red Feather Development, Housing New Mexico's weatherization service providers include Central New Mexico Housing Corporation and Southwestern Regional Housing and Community Development Corporation. Program partners include Energy Out West, National Association for State Community Services Programs and Santa Fe Community College Energy Smart Academy.

"This program is vital to the health and safety of many New Mexicans," said Housing New Mexico Chief Housing Officer Donna Maestas-De Vries.

"Being able to help families on the Navajo Nation weatherize their homes is deeply meaningful to us," said Red Feather Development Group Executive Director Joe Seidenberg. "Every home we work on represents more than a project; it's a partnership built on trust and care. Weatherization helps make homes safer, healthier, and more comfortable, while honoring people's connection to their homes and communities. It's about supporting long-term well-being and preserving the places where family life and tradition thrive."

Region 4:



Montana:

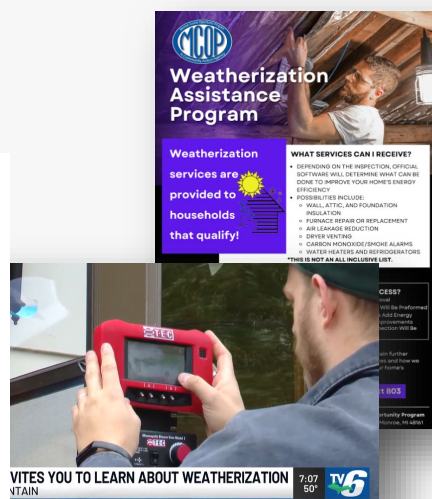
Action Inc., A Community Action Partner, celebrated National Weatherization Day as an opportunity to showcase how they are helping families prepare for winter.

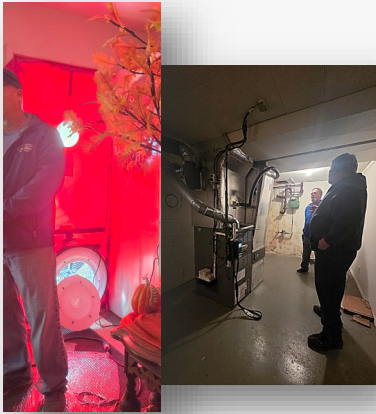
Michigan:

The Monroe County Opportunity Program and the Opportunity Center distributed free LED light bulbs on October 20th in recognition of Weatherization Day.

In Iron Mountain, the Dickinson Iron Community Services Agency showcased weatherization on October 30, 2025.

Mid-Michigan Community Action and the MiTech Training Center hosted a day-long community event featuring training demonstrations, facility and trailer tours, and testing and tuning of appliances.





Ohio:

Great Lakes Community Action Partnership and Ohio Heartland Community Action co-hosted an event at a customer's home on October 29, 2025. The event highlighted the work done in the home and the impact of weatherization and leveraging resources like utility funds in homes.

Region 5



California:

In Fresno, California, National Weatherization Day was celebrated with an invitation open to the community. The Fresno Economic Opportunities Commission hosted the event on October 30, 2025.



Washington:

In Washington, Commerce Director Joe Nguyễn visited a home in King County and saw how WAP impacts lives in Washington.

Proclamations

❖ Commonwealth of Pennsylvania Proclamation



❖ State of Washington Proclamation

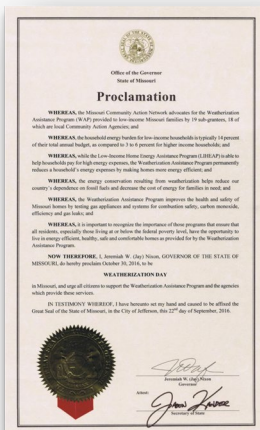
❖ Commonwealth of Kentucky Proclamation





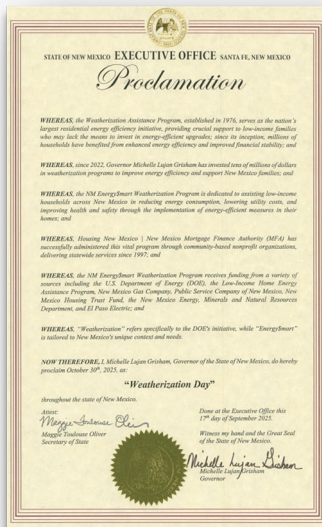
❖ State of Indiana Proclamation

❖ State of Minnesota Proclamation

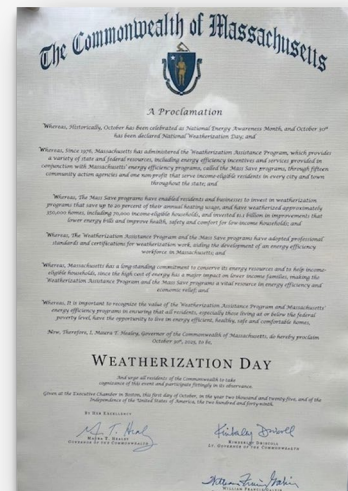


❖ State of Missouri Proclamation

❖ State of Kansas Proclamation



❖ State of New Mexico Proclamation



❖ Commonwealth of Massachusetts

Social Media Campaign

Throughout Energy Awareness Month, and in the weeks leading up to National Weatherization Day on October 30, NASCSP launched a focused social media campaign to highlight the importance of energy efficiency, recognize the workforce behind WAP and thank the many partners who make the program possible. The campaign was developed in line with insights from NASCSP's storytelling toolkits, ensuring consistent, engaging, and community-centered messaging that connected weatherization efforts with the broader national conversation on energy conservation and impact.

The campaign centered on storytelling and community engagement, creating anticipation and reminding audiences of the tangible ways WAP helps families lower energy costs. Posts across all platforms featured data, stories, and resources that illustrated how #WeatherizationWorks.

Another popular feature, "What Weatherization Means", emphasized that weatherization is just as much about comfort, health, and safety as it is about reducing a household's energy burden. These posts described how skilled crews repair air leaks, improve heating systems, and enhance indoor air quality. The message resonated strongly with followers, reinforcing that every family deserves a safe and efficient home.

Posts that included real-world facts about energy savings and workforce participation saw the highest engagement with more combined likes, shares, comments and reposts than other posts shared throughout the campaign. Under the "Did You Know?" banner, NASCSP shared that homes weatherized through WAP experience significant energy savings, drew strong engagement and sparked discussion about the tangible impact of the program. Similarly, the "People Behind WAP" post celebrated the energy auditors, crew members, contractors, and community partners whose daily work powers weatherization success. Highlighting their dedication boosted engagement, demonstrating how WAP supports local economies while creating jobs across communities. NASCSP invited members and followers to share their stories using the #WeatherizationDay hashtag. This invitation encouraged individuals to reflect on success stories to share throughout the WAP network.

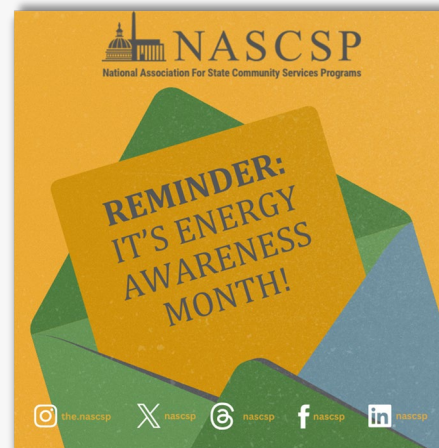
The campaign ran across Instagram, Threads, Facebook, Twitter (X), and LinkedIn, reaching audiences through a mix of visuals, stories, and interactive content. Among these platforms, LinkedIn performed best, showing a 226% increase in impressions, 395% increase in post reactions, 400% increase in comments, and 400% increase in reposts compared to the previous year. Posts featuring photos and infographics performed especially well, receiving more than twice the number of shares as text-only content.

These results underscored several key takeaways: tailored messaging was crucial in connecting with different audience segments, and visual storytelling consistently outperformed other formats by capturing attention while inspiring engagement. Interactive elements also encouraged participation and provided valuable feedback on what followers wanted to learn more about.

Overall, the 2025 Weatherization Day campaign reflected NASCSP's ongoing commitment to promoting energy efficiency and workforce appreciation through meaningful digital storytelling. By combining clear messaging, authentic voices, and community participation, the campaign expanded awareness while strengthening the network's shared understanding of how #WeatherizationWorks to improve lives and communities.

Top Performing Posts

❖ Energy Awareness Month Reminder



❖ Workforce Participation Highlight

❖ Workforce Appreciation Highlight



❖ Client Impact Story Spotlight

❖ Spotlight from Executive Director



❖ Weatherization Day Countdown

❖ Weatherization Day Spotlight



National Media Spotlight

As part of Weatherization Day celebrations, local and state partners across the country amplified awareness of the WAP through a series of news features, community events, and public recognition efforts. The following articles capture how WAP continues to strengthen communities by helping families lower utility costs, while improving the comfort, health, and safety of their homes. These stories reflect the dedication of local agencies, state offices, and community action partners working to advance energy efficiency and promote the lasting impact of weatherization nationwide.

- [Kentucky](#) – “Multi Purpose Community Action Agency helps local couple prepare for winter”: Highlights how local weatherization services helped a couple in Shelbyville improve their home’s efficiency and comfort before winter.
- California – [National Weatherization Day 2025](#): Fresno’s Weatherization Day Celebration showcasing WAP’s role in reducing energy costs and supporting local families.
- Maryland – “Celebrate Weatherization—October Is Energy Awareness Month!” ([Community Action Council of Howard County](#)): Emphasizes the connection between energy awareness and weatherization efforts in improving home comfort and safety.
- Indiana – “Weatherization program can help take the bite out of utility costs” ([News From The States](#)): Features how WAP services in Indiana help households manage rising energy expenses.
- Oregon – “Oregon Housing and Community Services honors Oct. 30 as Weatherization Day in Oregon” ([Gorge News Center & Hoodline](#)): Recognizes Oregon’s official observance of Weatherization Day and recognizes the states ongoing efforts to improve home energy efficiency statewide.
- Pennsylvania – “October 30th is National Weatherization Day” ([Community Action Agency of Delaware County, Inc.](#)): Highlights local partnerships and success stories improving energy savings for Pennsylvania residents.
- Missouri – “Weatherization Day 2025: What help is available to get your home ready for the colder months” ([KY3](#)): Outlines the resources available through Missouri’s weatherization program to help families prepare for winter.
- Michigan – “Weatherization Assistance Program helps residents with energy costs” ([Midland Daily News](#)): Shares how Michigan’s WAP continues to help residents reduce energy bills and enhance home comfort through targeted efficiency upgrades.

Closing

As we reflect on the success of Weatherization Day 2025, it's clear that the collective efforts of WAP Grantees, Subgrantees, partners, and communities nationwide continue to make a lasting impact. From site demonstrations and outreach campaigns to proclamations, this year's activities have once again showcased the power of weatherization to transform homes, uplift families, and strengthen local economies.

The Weatherization Assistance Program remains a cornerstone of energy equity and resilience. By sharing stories, engaging policymakers, and celebrating our achievements, we reaffirm our commitment to ensuring that every household, regardless of income, can live in a safe, energy-efficient home.

Thank you to everyone who contributed to this year's Weatherization Day. Your dedication and advocacy help ensure that Weatherization Works, today and for generations to come.

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