



NASCSP

National Association for State Community Services Programs

Weatherization Day

Outreach & Site Demonstration Toolkit 2026



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Introduction

Weatherization Day is more than a celebration; it's an opportunity to showcase the life-changing impact of weatherization in communities across the country. This year **marks 50 years since the Weatherization Assistance Program was authorized**, reflecting decades of improving home energy efficiency, reducing energy expenditures, and improving the health and safety of homes for families!

Telling the story of weatherization in your community is critical. Data alone cannot capture human impact; stories of families living in warmer, safer homes, seniors who can afford their energy bills, and communities strengthened by local jobs and partnerships bring the program's value to life. By sharing these stories through outreach events, site demonstrations, and social media, we amplify the message that weatherization is not just a program, it's a movement that has transformed lives for half a century.

Here at the National Association for State Community Services Programs (NASCSP), we want to provide you with tools and resources to ensure you can be successful in showcasing your weatherization program. NASCSP has collected best practices from many Grantees and Subgrantees to compile the information below. This toolkit provides practical ideas, resources, and templates to help you plan impactful Weatherization Day activities, engage stakeholders, and highlight the incredible work happening in your state and local programs.



Cheryl Williams
Executive Director



Weatherization Day Background

Annually, NASCS works to provide tools and resources to Weatherization Assistance Program (WAP) Grantees and Subgrantees (providers). Recognizing Weatherization Day annually is critical to ensuring the story of the impact of WAP is known across the country.

Why it matters:



Celebrating 50 Years of Impact: Weatherization has helped over 7 million households reduce energy costs and improve health and safety since 1976.



Showcase Local Success: Sharing stories from your community highlights the tangible benefits of weatherization and builds trust with stakeholders.



Strengthen Support: Demonstrating impact helps secure continued funding and program support.



Education and Engagement: Outreach events and site demonstrations inform the public about energy efficiency and create opportunities for partnerships.



Make the data more relatable: Real stories make the numbers meaningful, showing how weatherization changes lives, not just utility bills.

By utilizing these tools, WAP providers can achieve goals such as raising awareness, engaging the public, and addressing misconceptions.

General Information

Weatherization Day Points of Contact:

If you have questions about planning your event and would like assistance, please contact any of the partner agencies below.



Megan Meadows, NASCS
mmeadows@nascsp.org



Mia Harnos, NCAP
mharnos@communityactionpartnership.com



Tara Clark, NCAF
taraclark@ncaf.org



Katrina Metzler, NEUAC
kmetzler@neuac.org



Maddie Koewler
mkoewler@naseo.org

Logging Your Activities

Showing the impact of Weatherization in households throughout the United States is critical to ensuring public buy-in and understanding of the program's importance. Weatherization Day activities are compiled and annually shared publicly. As you plan your event, please log your planned activities in the online [tracking sheet](#).

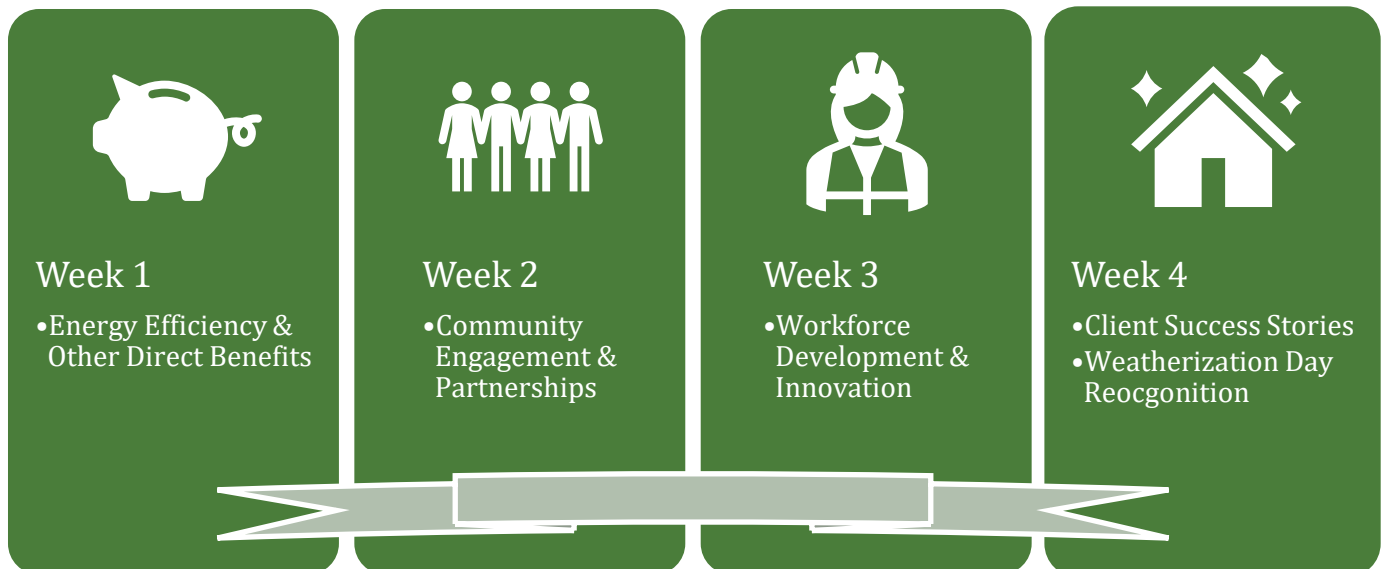
Timeline and Themes

It's never too early to begin planning for an event in your community. Below are a suggested timeline and activities to consider in your planning processes.



Energy Awareness Month Themes

National Energy Awareness Month is observed annually in the month of October. As you are planning your social media outreach activities during October, consider a theme for each week.



Week 1: Energy Efficiency & Other Direct Benefits

Focus your social media posts and toolkit resources on the energy and health and safety benefits of WAP and energy efficiency. Highlight family savings, reduced energy use and lower utility bills, improved indoor air quality, fewer asthma triggers and allergies, moisture reduction, fewer missed days of work or school, and lower out-of-pocket medical costs.

Week 2: Community Engagement & Partnerships

Focus your social media posts and toolkit resources on community engagement and partnerships. Show how WAP brings community organizations together and can strengthen support for your program from local stakeholders. Highlight the organizations you work with to provide services and wrap-around support for families. You can also feature partnerships with local businesses where WAP materials are purchased, showcasing that they benefit from WAP's community activities.

Week 3: Workforce Development & Training

Focus your social media posts and toolkit resources on jobs supported by WAP workforce development and training. Highlight partnerships with utility companies and other funding sources that expand program impact. Feature WAP professionals who have received extensive training in weatherization.

Week 4: Client Success Stories

Center this week on the clients who have benefited from WAP services. Focus on the energy cost savings households have experienced after receiving weatherization. Weatherizing a home can be life-changing. Share client stories and send them to NASCSP, NCAP, NCAF, and NASEO. Help us reach our goal of sharing a story from all Grantees!



Proclamations and Declarations

An official proclamation or declaration is one way to demonstrate support from State and Local leaders within your community. Proclamations can be made by the Governor's office and by local government offices. When planning your outreach and events, consider requesting a proclamation from the Governor, senators, representatives, or other local government officials recognizing Weatherization Day and Energy Efficiency Month. Most importantly, request the proclamation as early in the planning process as possible. Oftentimes, these documents require multiple levels of approval, so requesting early is key. For state Grantees, also consider requesting multiple copies to present during events throughout your state.

Working with the Governor's Office

Many Governors' offices have an online submission process to request a proclamation. If you are a Grantee, determine who is the most appropriate person to either submit the request digitally or work with staff within the Governor's office to make the request. If you are a Subgrantee, contact your state administrator prior to submitting a request to ensure consistency in requests and reduce duplication. When requesting a proclamation, a few key items to consider include:

- ❖ Is there a specific format the proclamation must follow?
- ❖ When requesting a proclamation from a legislative office, be cognizant of the impact within their district and be prepared to share the statistics with the request. You can find online both elected [U.S. officials](#) and [State officials](#).
- ❖ Understand administrative priorities and ensure language within the request does not contradict those priorities.
- ❖ Make sure when making the request, you include details about the event (if applicable), and if available, include a save-the-date invitation.
- ❖ After the event, share photos from the event and statistics, and be sure to include any photos of the proclamation being presented.

Hosting a Site Demonstration

Now that you understand outreach strategies, let's discuss how to plan and successfully implement an in-person event. A weatherization site demonstration event is a structured, in-person learning opportunity designed to showcase weatherization practices, techniques, equipment, and program outcomes in a real-world or simulated setting. Site demonstration events can primarily be held at either a recently weatherized client's home or at a weatherization training center. On-site technical demonstrations provide a great opportunity to showcase the benefits of WAP to national, state, and local community leaders. Seeing a home being weatherized is very powerful for demonstrating program successes to public officials and members of the media. In an hour or less, on-site technical demonstrations tell the best story of how weatherization works! These events also allow a weatherization agency to highlight the impact on jobs, training, and energy efficiency.

Attendees of these events can include Members of Congress, congressional staff, state elected officials, county commissioners, utility officials, and other potential stakeholders and community members. Demonstration events provide an opportunity to educate guests on how energy efficiency opportunities and issues are identified, attention to health and safety, and the proven cost-effectiveness of the taxpayers' investment. Invitees experience the client's circumstances and learn how weatherization services help the family residing in the home.

The demonstration can be highlighted in newspapers, television, and public radio, thus improving communication with public officials, media, clients, and even among program staff.

Additional technical resources can be found in the appendix.



Laying the Groundwork

Introduction

Successful site demonstrations require planning to ensure an engaging visit for your audience. Think about why you are having a site demonstration. By clearly articulating your goal, you will keep your demonstration on target. Examples of goals include:

- ❖ Highlighting your program's accomplishments.
- ❖ Provide education for State and Local leaders.
- ❖ Attracting other organizations to leverage dollars.
- ❖ Strengthening community participation, partnerships, and press connections.
- ❖ Press coverage creating greater community awareness of the program, which could lead to an increase in weatherization applications.

Roles

Early in the planning stage, organize a “pre-demonstration meeting” with all the involved parties. Discuss your vision for the demonstration, allow everyone to ask questions, and identify the people to contact as planning progresses.

It is important to designate a point person for this event. This person will coordinate and delegate the many components that are part of a successful demonstration.

Site demonstrations are generally hosted by a Subgrantee in collaboration with their Grantee. Smaller Subgrantees that lack staffing resources may choose to coordinate a site demonstration with one or more Subgrantees to have additional capacity to complete the demonstration. Keep the focus of the event on the technical aspects of weatherization diagnostics and the impact on the home (energy cost savings, health and safety), and keep the demonstration agenda under an hour.

Press

Consider invitations to the press carefully. Hosting a press conference during the demonstration itself is not recommended. The press can be disruptive if they are trying to get good camera angles or usable sound bites. It may be best to invite only one television station since cameras can be particularly distracting. Newspaper coverage can have a lasting effect and can provide more space for a full explanation of the program.

Before inviting the media, consider the goal of your event and the role of the press. Be prepared for an intake in applications if there are additional media coverage of the event

and the program. However, the State and Local leader you are collaborating with may want press coverage. Consider what you want the press's role in the event to be.

If you do invite media, ensure you have clearly communicated that to the household. If not already obtained, have the household sign your agency's release that includes a photo release. They may have specific areas they do not want covered by the media or do not want their names included. Having this information in advance helps to ensure expectations are provided before the event.

Technical Content

The agenda for the demonstration can begin with the executive director or another official (state or local weatherization director) introducing the guests to the homeowner. Provide a brief overview of the program from the national, state, and local perspectives. Show guests a blower door demonstration, insulation, furnace efficiency testing, carbon monoxide testing, ductwork repair, and air sealing. Newer practices can be substituted for those listed above, depending on what is available and applicable to your local housing stock.

Timing

When determining the time of day to hold an event, first consider the household. Will they need to request time off from work? Is there a day of the week that is more convenient for childcare? Second, consider your audience. Will legislators or state staff be traveling from other areas of the state? Also, remember your staff schedules and potential travel time. The site demonstration itself should be less than an hour. Consider setting up various "stations" throughout the home so that smaller groups can receive individual demonstrations and can ask questions. A station is a designated area or stop within a site demonstration where a specific process, tool, or activity is presented. Each station focuses on a particular topic and provides participants with targeted information, demonstrations, or hands-on examples before moving on to the next station.

Preparation

The day before the demonstration, staff should prepare all aspects of the field work, organize each "station," and wrap up last-minute details with the client. It's important to do a dry run to ensure that all presenters are prepared, and everything can be completed in an hour. On the day of the demonstration, weatherization staff should begin setting up three hours before the event to make sure they are ready 45 minutes before guests arrive. Preparation should include ensuring all of the equipment works, necessary batteries are charged and back up batteries are available, and that the equipment does not cause the breaker to shut off. Designate one staff person to greet the media and distribute press

packets and nametags. Always have a contingency plan for inclement weather. Be prepared to do a demonstration from the porch or under a tent. The weatherization staff should also be stocked with relevant gear (e.g., snow shovels if there is a chance of snow or umbrellas if there is a chance of rain).

Criteria for Site Selection

Selecting the best demonstration house takes thoughtfulness and time. You will spend time reviewing files, and typically, more than one job site is visited in the selection process. Approach location selection thoughtfully. Allow adequate time to select a location that best meets your goals. The following criteria are recommended for selecting a home.

Selection Criteria

- ❖ The house should be easily accessible to make travel as quick and easy as possible for public officials and other guests. Ensure there is adequate parking.
- ❖ Ideally, approximately 10 people (no more) should be able to comfortably view the various demonstrations at the job site. The home should be relatively clean and accommodate multiple demonstrations. Clients must be willing to have attendees visit for an hour to look at the work and not be upset by the distraction.
- ❖ The personal stories of the clients are important. Try to select a home that includes priority people, including older adults, households with young children, people living with disabilities, or those who have a high energy burden. Also consider people representative of the communities served by the agency. The energy savings the household has achieved because of weatherization should be the focus of the event, showcasing the actual utility savings if possible.
- ❖ If possible, select a home that needs attic and sidewall insulation, has a combustion forced air heating system, and has accessible ductwork in the basement. This allows guests to move through the living space to see the blower door and duct diagnostics, and then to the basement to see furnace efficiency testing, carbon monoxide testing, and how ductwork was repaired, and/or sealed, and insulated.
- ❖ To increase the focus on workforce development, guests may want to talk to field workers not only about the work they are doing, but also about how weatherization programs have affected their careers and professional growth. Field workers can speak about the training they've received, certifications they've earned, and how those credentials have opened doors to new opportunities within the industry. Talk with supervisors and field workers to find candidates who would be open to discussing their story with visitors. Have any of the crew members at the site recently been trained at a WAP training center? Would some crew members be

willing to discuss the work opportunities available? Are they willing to be photographed with guests?

- ❖ It is helpful to have a front porch, carport, or tent for gathering guests, making introductions, and providing an overview, especially in the event of bad weather.
- ❖ Be prepared to provide protection for carpeted areas by using self-adhesive protective carpet films. Also consider providing protection for the client's lawn by using ground protection mats or tarps. Do not leave covering on the lawns for more than 1 day, as you do not want to damage the lawn.

Tips on Inviting Guests

When preparing your invitation list and identifying public officials, remember that crowd control is crucial for a successful site demonstration. A group of 8-10 guests per station is ideal. Be considerate of the size of the home, and how many people will be walking on the customer's lawn and throughout their house.

Invitees may include:

- ❖ Agency board president or designee
- ❖ State and local leaders
- ❖ Key utility representatives from local companies

It can be helpful to send reminders of the event multiple times to ensure attendance and awareness of the day's scheduled activities. If your event is built around a State or Local leader, then contacting their staff early and explaining the event is critical to getting their involvement. It's important to note that State and Local Leaders will attend this event to learn about weatherization and its impact on the community. This event is not an opportunity to directly or indirectly influence congressional action on any legislation or appropriation matters pending before Congress.

Press Kit Materials

Press kits are designed to give the reporter all the supporting information needed to build a story. By giving reporters hard copies of your materials, you help support accurate coverage of the story. Here is a list of suggested items and resources to provide the press at the event. Be sure to update, compile, or download current information just before your event. The numbers on these fact sheets change frequently, and it is important to give the press the most up-to-date information.

1. Site Demo Agenda: This agenda includes speakers' names and titles, which diagnostics are going to be showcased during the demonstration, homeowner

information (as appropriate and agreed upon by the homeowner), as well as other key information.

2. **Agency & Weatherization Fact Sheet or Brochure:** Consider including a weatherization fact sheet or brochures. Agency fact sheets and brochures should list the programs and services offered, include the agency service area(s) and weatherization poverty guideline eligibility criteria, describe what weatherization measures may be provided, recognize any local or utility partnerships, and provide contact information. An agency weatherization fact sheet could denote local agency weatherization funding, annual completion goals, the name and number of the local weatherization director, the length of the waiting list, etc. It is also important to include agency data, such as the number of new and retained jobs, training, weatherized homes, households still on the waiting list, etc.
3. **Agency Contact Information:** Include names of key staff involved in the demonstration and contact information where reporters can reach you if they have questions.
4. **State Fact Sheets and Historical Funding Levels:** Provide reporters with the state's weatherization funding history. The state fact sheet could list the sources for funding and the dollar amount. It could also provide a breakdown of the number of units weatherized by occupant (elderly, children, the disabled), people assisted, income ranges, and housing types (single-family homes, mobile homes, apartments).
5. **Include links to the U.S. Department of Energy's [Weatherization Assistance Program](#)** for an overview of the program and for updates on specific national goals and facts.

Virtual Events

If an in-person event is not feasible, you may elect to host a virtual event. When considering a virtual event, choosing a digital platform is just as important for hosting a virtual event as it is for an in-person one. Picking the digital platform hosting the event may be one of the first decisions you make, and it can shape what the event experience is like for participants. Below we list broad categories that your event may fall into:

- ❖ **Meeting:** A gathering where everyone can have their camera/microphone on and engage in an open discussion that is facilitated by the host. Better for small groups (fewer than ten people).
- ❖ **Webinar:** Speakers and panels hold the floor while most participants are muted. Questions can be submitted via chat or during a dedicated question and answer time. This option is better for larger groups.

- ❖ **Demonstration:** Like a webinar but contains crucial visual components beyond a simple slideshow. These can include technical demonstrations, but can also cover monitoring, energy auditing, and other weatherization activities.

Research beforehand to see what might work best for your event. Hosting an event virtually is not the same as holding one in-person and should not be treated as such. Each method has its strengths and weaknesses, and content must be tailored accordingly. Be sure to schedule in time for breaks and to consider how long attendees are able to focus during a virtual meeting.

Prepare for Technical Difficulties

It is impossible to predict what glitches and issues may arise during your event. There are two main strategies of preparation that will mitigate problems, if not avoid them.

1. It is critical to test all technology before the event. Always do a dry run with your presenters, preferably within a couple of days before the event.
2. Designate a staff member or members to be technical support, to monitor the chat, and to be able to take over screen sharing if necessary, including having any presentations downloaded beforehand.

Closing Thoughts

As you prepare for Weatherization Day and the program's 50th anniversary, this toolkit is designed to serve as a practical, comprehensive guide to help you highlight the life-changing impact of weatherization in your community. By combining clear planning steps, storytelling strategies, outreach guidance, and on-site demonstration best practices, it empowers providers to showcase the value of the Weatherization Assistance Program with confidence and clarity. Whether you are organizing events, engaging partners, or elevating client stories, we hope these resources support your efforts to amplify the message that weatherization strengthens households, communities, and local economies now and for the decades ahead.

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Appendix

Sample Invitation Letters

(Date)

(Public Policy Maker, Title) (Address)

Dear (Public Policy Maker):

Throughout your term(s) in office, you have prioritized our local community, and we are grateful for your dedication. I have often read of your commitment to finding pathways out of economic hardship and to promoting energy efficiency. These two ideals are the driving forces behind the Weatherization Assistance Program.

Since its inception in 1976, the WAP has built a reputation as the nation's core program for delivering energy-efficiency services to low-income households. Over 7 million households have benefited from the program, experiencing gains in energy efficiency, financial stability, and health and safety. These efficiency improvements directly translate to lower utility bills for families, freeing up resources for other essential needs and contributing to the overall economic well-being of our communities. (Can also insert here State or local data that may directly relate to their constituents.)

This (INSERT DATE), the (agency title) will be holding a demonstration on the cost-effective weatherization measures that are frequently performed in the homes we weatherize. These measures include essential upgrades like the installation of insulation, furnace and boiler retrofits, and cooling measures. Households also receive education on energy savings and habits to employ year-round, ensuring ongoing financial benefits. Beyond direct savings, the program supports thousands of jobs across the nation and contributes to local economic growth by utilizing American workmanship and often American-made products.

Please consider this letter a personal invitation to participate in our on-site demonstration of the Weatherization Assistance Program. We are eager to showcase firsthand how the Weatherization Assistance Program delivers tangible benefits to your constituents, reducing their energy bills, enhancing their living conditions, and supporting jobs within our community, all while promoting responsible energy practices that align with a robust American economy.

Within 10 working days, I will contact you to discuss a date for the demonstration so you can see our program in action and witness its impact.

Sincerely,

(Your Signature)

(Typed Name)

(Title)

Sample Site Demonstration Checklist

Early Planning:

- ☐ Review planning resources from NASCS and partner organizations.
- ☐ Define why you are hosting the demonstration.
- ☐ Host a pre-demo meeting with all parties involved.
- ☐ Designate a point person to coordinate logistics.
- ☐ Establish date, including contingency dates of the event.

Site Selection:

- ☐ Choose an accessible home with adequate parking.
- ☐ Ensure the home can host 10+ guests comfortably.
- ☐ Confirm client willingness and a strong personal story.
- ☐ Prioritize homes with strong utility bill reduction.
- ☐ Check for a porch/tent area for gathering guests to accommodate the weather.

Guest & Media Coordination

- ☐ Identify policymakers, utility representatives, commissions, board members, etc.
- ☐ Establish various groups (8-10 guests per station).
- ☐ Decide whether the press should attend based on program capacity considerations.
- ☐ Confirm household permission for any media presence.
- ☐ Develop and send an invite.
- ☐ Create informational flyers and event signage.

Agenda & Technical Preparation

- ☐ Prepare stations for blower door testing, furnace efficiency, CO testing, etc.
- ☐ Keep the full demonstration to under one hour and use rotating stations.
- ☐ Create scripts.
- ☐ Conduct a walk-through before the event.
- ☐ Protect flooring, carpet, and lawn as needed.

Agenda Items

- ☐ Welcome and homeowner introduction
- ☐ Provide name tags.
- ☐ Program overview (national → state → local)
- ☐ Technical demonstrations
- ☐ Remind the media of the rules for the event.

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Press Kit Preparation

- ☐ Site demonstration agenda
- ☐ Agency fact sheets and brochures (services, partnerships, eligibility)
- ☐ Local and state program data (jobs, units completed, waiting list)
- ☐ National WAP fact sheets
- ☐ Contact information for key staff

After the Event

- ☐ Send thank-you notes to attendees with the program outcomes flyer.
- ☐ Share photos and event data with policymakers.
- ☐ Log your activity in the NASCS tracking sheet.

Sample Site Demonstration Agenda

WEATHERIZATION ASSISTANCE PROGRAM SITE DEMONSTRATION

Sponsored by ABC Community Action Association, Inc. and State Weatherization Office

Friday, October 11, 2025 | 10:30 a.m. – noon CDT

Mrs. Jane Doe's residence, 123 Main Street, Anywhere, USA

AGENDA

10:30 a.m. Welcome/Introductions - Name, Executive Director, ABC Community Action Association

Program Overview - Name, State WAP Director, State Office Name

Diagnostic and Technical Demonstrations - Name, WAP Coordinator, ABC Community Action Association

- Blower door and duct pressure diagnostics
- Heating system combustion analysis
 - Draft testing
 - Flue gas analysis
 - CO detection
 - Gas leak detection
- Duct sealing techniques
- Water heater diagnostics and insulation
- Thermal envelope work
 - Attic insulation
 - Sidewall dense pack insulation

11:00 a.m. Questions & Answers 11:30 a.m. Adjourn

Sample Media Release Form

MEDIA RELEASE FORM (Template)

Organization Name: _____ **Address:** _____

City/State/ZIP: _____ **Phone:** _____

Email: _____

Media Release Authorization I, _____ (name of participant), hereby grant _____ (organization name) and its authorized representatives the right to take, use, publish, and reproduce: - Photographs - Video recordings - Audio recordings - Written or spoken statements - Digital media taken of me or provided by me on _____ **(date)** for the purposes of: - Program promotion - Educational materials - Social media - Website content - Press releases - Public presentations - Internal reports or publications. This authorization applies worldwide and **in perpetuity**, unless otherwise revoked in writing.

Rights & Usage I understand and agree that:

- I will not receive compensation for the use of these materials.
- All media will become the property of the organization.
- The organization may edit, crop, or otherwise modify the media as needed for communication purposes.
- My name **may / may not** (circle one) be used in connection with these materials.

Revocation: I may revoke this authorization at any time by submitting a written notice to the organization. Revocation does not apply to media already produced or released.

Participant Information Name: _____

Address: _____ **City/State/ZIP:** _____

Phone: _____ **Email:** _____

Participant Signature: _____ **Date:** _____

If participant is under 18: **Parent/Guardian Name:** _____

Parent/Guardian Signature: _____ **Date:** _____

Organization Representative (optional) Name: _____

Signature: _____ **Date:** _____

Telling Your Story

- [Telling your story – NASCS](#)
- [Outreach and Education Tools – NASCS](#)

Additional Site Demonstration Resources

- [Thermal Imaging Demonstrations](#)
- [Air Sealing Demonstration Guide](#)
- [Attic Insulation Demonstration Guide](#)
- [Weatherstripping Demonstration Guide](#)
- [Dense-Pack Sidewall Insulation Demonstration Guide](#)

Reports and Fact Sheets

- [Weatherization Works, Summary of Findings from the Retrospective Evaluation of the U.S. Department of Energy's Weatherization Assistance Program, September 2014](#)
- [LEAD Tool | Department of Energy](#)
- [Weatherization Publications – NASCS](#)