Dear XXX:

XXX is a partner in the [Energy 2030](http://www.energy2030.org/) *On the Road* campaign and I’m writing today to ask that you too consider supporting this important initiative.  Why you might ask?  Because the benefits are tremendous!  Doubling U.S. energy productivity has the potential to save our nation $327 billion annually.  And American families could save as much as $1000 a year on their energy bills.

The campaign is designed to galvanize action at the federal, state, and local levels of government, as well as in the private sector, by securing endorsements from stakeholders to evidence a national, shared commitment to doubling U.S. energy productivity by 2030.

***(Insert additional copy on how Energy 2030 complements work you are already undertaking)***

**Can we count on your support?**

We are asking your organization to [endorse the Energy 2030 goal](http://www.energy2030.org/endorse), which simply means you will:

1. Urge Congress and the Administration to create policies and programs to drive energy efficiency and double U.S. energy productivity by 2030;
2. Commit to improve energy productivity within your organization, state or community;
3. Share solutions, success stories, and progress;
4. Encourage other organizations to endorse the Energy 2030 goal; and,
5. Participate in Energy 2030 education and outreach activities.

In return your organization will receive online acknowledgement for your support, as well as resources to help fulfill your commitment, including e-mail updates, action alerts and energy productivity case studies.

**The request is small, but the potential** [**impact**](http://www.ase.org/policy/energy2030/impact) **is huge.**

Doubling U.S. energy productivity would save $327 billion annually in avoided energy costs; create 1.3 million jobs; reduce imports to represent a mere 7% of overall energy consumption; and lower greenhouse gas emissions to one-third below the level emitted in 2005.

Working together we can achieve this goal - join XXX and the dozens of elected officials, businesses, universities, and other organizations who’ve already endorsed Energy 2030 and demonstrate that our support is broad and strong.

[**Endorse the Energy 2030 Goal**](http://www.energy2030.org/endorse)

Thank you for your support!