Date

Dear colleague:

We wanted to make you aware of our **Net Zero Buildings Week** promotion planned for the end of March to showcase zero energy and carbon neutral resources. We know these resources are readily available across a number of organizations and want to see if collectively we can broaden the audience who is accessing these tools and information.

The plan for the #NetZeroNow campaign is simple:

1. Curate a list of key resources (yours or others’) that support the policies, design, construction, financing, or operation of zero energy or carbon neutral buildings.
2. Share your social channels and follow the participating organizations on their social media platforms that align with your platforms (i.e., Twitter, LinkedIn, Facebook, Instagram, etc).
3. Tease the campaign using our graphics and campaign logos.
4. During the week, post your key resources, feature the NetZeroNow logo and use the hashtag #NetZeroNow.
5. Share generously the posts of other participating in the campaign.

If you want to do more, you can add information about the campaign to your organization’s website, newsletter and other communications. You can also hold coffee hours with colleagues, clients or stakeholders on the need for building performance to rapidly improve over the next decade if we are to meet our climate action goals.

To participate, please send an email to Connie Umphress, NBI Communications Manager at [connie@newbuildings.org](mailto:connie@newbuildings.org). She will link you to the resources that have been prepared for this campaign and answer any further questions. **Please feel free to share this information widely with your networks. We want as many people sharing as possible.** Attached is a summary of the effort with additional details.

We know that collectively we have the power to create a clean energy, low-carbon future. So will you help us bring about the future we need right now? Let’s get started!

Sincerely,

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