

Sustainable Jersey–PSE&G Partnership Program Outreach Toolkit

Materials available in the Toolkit* include:

- a. Complimentary customized outreach campaign services and resources
 - i. videography for creating testimonial videos of local residents or business owners who've participated in PSE&G incentives;
 - ii. community website for promoting the Outreach Campaign;
 - iii. direct mailing to residents or small businesses from the municipality; and/or
 - iv. customized tablecloth and banner.
- b. Outreach Campaign promotional and tabling materials that can be customized** and used throughout the campaign and at community events
 - i. newsletter insert, flyers, brochures, etc.;
 - ii. press release and social media templates; and
 - iii. PSE&G giveaways.

*Municipalities will select relevant Toolkit items from the list above upon consultation with Sustainable Jersey staff. Please note that availability of some items may depend on professional services beyond the control of Sustainable Jersey.

**Outreach Templates provided by Sustainable Jersey must be used "as is" without any changes other than the insertion of the municipality's name and logo where indicated.