

Dear Energy Upgrade CA supporter,

This year we are celebrating our second annual Earth Month campaign. To help build awareness and interest in the effort, we have put together this toolkit of digital and social content to spread the word about the need to reduce energy usage and support the global environment. Please download the image and copy and paste the text that aligns with the photo from below. We hope you can use this in the coming weeks.

| Post Copy  | Graphic Title |
|--|---------------|
| <p>Post Copy:<br/>This Earth Month, [ORGANIZATION] is helping California #KeepItGolden by working with @energyupgradeca. Find out how a few small changes can add up to big energy savings that help protect our planet and California for generations to come. Learn more at <a href="http://www.energyupgradeca.org">www.energyupgradeca.org</a></p>                         | Earth Month 3 |
| <p>Post Copy:<br/>This Earth Month and every month, we can all help protect California's pristine environment and natural resources by taking small steps to use energy more efficiently. Learn how you can help #KeepItGolden by becoming a more informed energy steward. Check out <a href="http://www.energyupgradeca.org">www.energyupgradeca.org</a> to get started.</p>  | Earth Month 2 |
| <p>Post Copy:<br/>Earth Month is the perfect time to up your energy efficiency game. All Californians can help protect the natural beauty of our state for future generations by taking small steps to use energy more wisely every day. Find out what you can do to help California #KeepItGolden at <a href="http://www.energyupgradeca.org">www.energyupgradeca.org</a></p> | Earth Month 1 |
| <p>Post Copy:<br/>Earth Day is the perfect time to step up your energy efficiency game. Find out what small things you can do around the house to use energy more wisely and help California #KeepItGolden for generations to come. Learn more: <a href="https://www.energyupgradeca.org/the-movement/">https://www.energyupgradeca.org/the-movement/</a></p>                  | Earth Day 1   |