

Flex Alert Day Of 4-9 or Day Before Email 2

Subject: Flex Alert Issued for [Today, Tomorrow]

Dear [FIRST NAME],

We have an important announcement that impacts all of us: A Flex Alert is in effect [today, tomorrow], [DAY/DATE], from [START TIME] to [END TIME].

If we all cut down our energy use while the Flex Alert is in effect, we can help prevent a power outage and protect the most vulnerable members of our community, including those with certain medical conditions and the elderly, who are often harmed most by power outages.

[INSERT SOMETHING SPECIFIC TO YOUR CONSTITUENCY AND YOUR ORGANIZATION THAT RALLIES READERS. FOR EXAMPLE, LET'S SAY YOUR ORGANIZATION HELPED FAMILIES AFFECTED BY WILDFIRES AND RAISED MONEY FOR CANCER RESEARCH IN THE LAST YEAR: "I KNOW YOU CAN DO IT BECAUSE TIME AND TIME AGAIN, YOU'VE COME THROUGH FOR THE COMMUNITY - WHETHER IT'S HELPING FAMILIES IN NEED AFTER DEVASTATING WILDFIRES OR RAISING MONEY FOR CANCER RESEARCH - YOU SHOW UP."]

Remember to do your part by turning off unused lights, pre-cooling your home, and doing things like the dishes or laundry before or after the Flex Alert is in effect. Click here for more information: powersaverrewards.org

Have a great day,

[COMMUNITY LEADER]