The following has been prepared for AMP members to use as a template when developing text messages to use in anticipation of and during peak demand response times, otherwise referred to as “Community Energy Savings Day.”

Text messages

**Winter alert:**

Alert: Community Energy Savings Day today: Help by using less energy between 7-9 a.m. and 6-8 p.m.

**Summer alert:**

Alert: Community Energy Savings Day today: Help by using less energy between 1-6 p.m.

**Generic:**

Alert: Community Energy Savings Day today: help by reducing your energy usage. For energy saving tips, click here (include exact link to fact sheet – or link to AMP Currents page: http://www.amppartners.org/newsroom/amp-currents)