

# SIO WA Launch Kit

For Non-Profits and Community Business Organizations

## Quick Links

- Examples of partner promos: View on [Google Drive here](#)
- SIO graphics: Download from [Google Drive here](#)
- SIO WA logo: Download from [Google Drive here](#)
- SIO WA URL: <https://wa.switchison.org/>
- SIO email sign-up: <https://wa.switchison.org/sign-up/>
- Hashtag list: [View on Google Drive here](#)
- Partners' social handles: [View on Google Drive here](#)

## Backlinks

We're working to establish credibility and organic search rankings with Google, and one of the best ways to do that is for other reputable sites to include links to our site from theirs.

Consider adding multiple links to The Switch Is On from your website. Having our URL on your site helps establish credibility and improves organic search results, both of which are important as a new website.

## URLs for backlinks

When you mention the topics below, provide a link to the associated content on the Switch Is On website.

- Incentives:  
<https://incentives.switchison.org/>
- Contractors:  
<https://wa.switchison.org/contractor-finder/>
- Electrification for renters:  
<https://wa.switchison.org/cooking/renters/>
- Health benefits when switching from gas to electric cooking:  
<https://wa.switchison.org/health/>
- Getting updates about new incentives as they become available:  
<https://wa.switchison.org/sign-up/>

- Heat pumps or heating and cooling systems: <https://wa.switchison.org/heating-and-cooling/>
- Water heating: <https://wa.switchison.org/water-heating/>
- Electric kitchens: <https://wa.switchison.org/cooking/>
- Clothes drying: <https://wa.switchison.org/laundry-dryers/>
- Weatherization: <https://wa.switchison.org/home-weatherization/>
- Fireplaces: <https://wa.switchison.org/electric-fireplaces/>
- Electric vehicles: <https://wa.switchison.org/electric-vehicles/>
- Solar panels: <https://wa.switchison.org/solar-panels/>
- Battery storage: <https://wa.switchison.org/battery-storage/>
- Electric panels: <https://wa.switchison.org/electrical-panels/>
- About the Switch Is On: <https://wa.switchison.org/about-us/>
- Partners of The Switch Is On: <https://wa.switchison.org/about-us/>

## Long-Form Messages

*Consider sending these messages as an email series or use them as stand-alone messages on your listserv, e-newsletter or blog.*

## Long-Form Copy 1

### New tool available to help you make clean energy upgrades

If you want to electrify your home, lower your energy use, save on utility bills, and cut climate pollution, check out [The Switch Is On](#). It's a one-stop shop to help you navigate the process of upgrading your home with clean energy technologies like a new heating and cooling system, heat pump water heater or induction cooking stove. Local governments partnered with The Switch Is On to connect you with knowledgeable and skilled contractors and to help you identify what incentives you could qualify for from local governments, federal programs, and utilities.

#### **Why you should switch**

Upgrading to highly efficient clean energy technologies improves your home and our community. For instance, heat pumps unlock energy savings while providing both heating and cooling to keep you comfortable year-round. Transitioning your home to pollution-free appliances also improves public health because fossil-fuel-powered HVAC systems and water heaters are a significant source of smog-forming pollution and greenhouse gas emissions, and decades of research ties gas cooking pollution to increased asthma risks in kids.

#### **How to pay for upgrades**

Making clean energy upgrades to your home is about to get more affordable. In addition to the utility rebates and tax credits currently available, significant new incentives are coming from federal investments and Washington's Climate Commitment Act. You could get help paying for your electrical panel and wiring upgrades, heating and cooling system, water heater, clothing dryer, cooking stove, and weatherization projects. Tax credits are available for even more upgrades, including rooftop solar, electric vehicles and chargers, and battery storage.

#### **Stay in the know**

[Subscribe to The Switch Is On](#) for new incentive notifications and expert advice on navigating your home electrification projects.

## Long-Form Copy 2

### Resources to make home upgrades easier and more affordable

Have you considered electrifying your home with clean energy technologies like a new heating and cooling system, heat pump water heater, induction cooking stove or rooftop solar? We hope so! Upgrading to highly efficient clean energy technologies improves your home and our community. For instance, heat pumps unlock energy savings while providing both heating and cooling to keep you comfortable year-round and they also improve public health by reducing pollution and greenhouse gas emissions.

Whether you're new to the idea of electrification or you've been considering it for a while, we have a new resource – [The Switch Is On](#) – to help you understand your clean energy options and the upgrade process.

**Here's how The Switch Is On can help you:**

- **Incentive finder:** Utility rebates and tax credits are currently available, but significant new incentives are coming soon from federal investments and Washington's Climate Commitment Act. [Subscribe to The Switch Is On](#) to get information about new incentives as they become available or [check out what you qualify for now](#).
- **Contractor finder:** The guidance of a trusted, pre-qualified contractor makes electrification projects easier. [Find an expert contractor](#) to help you determine the right upgrades, products, and incentives for your home and budget.
- **Informational resources:** Understanding the types of upgrades you can make is just the beginning. Check out [The Switch Is On website](#) and quick guides to learn how various technologies work, what benefits you'll get from your upgrades, what steps to take to initiate your project, and what factors you'll need to consider before getting started.

**Upgrades to consider:**

Once new incentives become available, you could get help paying for your electrical panel and wiring upgrades, heating and cooling system, water heater, clothing dryer, cooking stove, and weatherization projects. Tax credits are available for even more upgrades, including rooftop solar, electric vehicles and chargers, and battery storage.

**Stay in the know:**

[Subscribe to The Switch Is On](#) for new incentive notifications and expert advice on navigating your home electrification projects.

## Long-Form Copy 3

### Sign up for incentive notifications to help pay for home upgrades

If you want to electrify your home with clean energy technologies like a new heating and cooling system, heat pump water heater, induction cooking stove or rooftop solar, it's about to get easier and more affordable. In addition to the utility rebates and tax credits currently available, significant new incentives are coming from federal investments and Washington's Climate Commitment Act. Local governments partnered with [The Switch Is On](#) to help you identify what incentives you could qualify for now and to keep you notified of new incentives as they become available.

**Other resources available:**

Plus, The Switch Is On can help you navigate the process of upgrading your home by connecting you with knowledgeable and skilled local contractors and providing various informational resources. Check out The Switch Is On to see all of the [electrification solutions](#) available for your home, to learn about health improvements that come with electrification – including better [indoor air quality](#), and to get benefit guides like this one on [electric cooktops](#).

**Sign up for incentive notifications:**

[Subscribe to The Switch Is On](#) for new incentive notifications and expert advice on navigating your home electrification projects.

## Short-Form Messages

*Consider using these messages for brief stand-alone announcements or reminder messages in your printed publications, e-newsletters, emails or rotating homepage content.*

### Short-Form Copy 1

#### 100 words: New tool helps residents make clean energy upgrades

A new tool is available to help residents electrify their homes, lower energy use, save money on utility bills, and cut climate pollution. Local governments partnered with The Switch Is On to bring residents a one-stop shop to navigate the process of upgrading their homes with clean energy technologies like a new heating and cooling system, heat pump water heater, induction cooking stove, rooftop solar, and more. [The Switch Is On website](#) connects residents with knowledgeable and skilled contractors in their area and helps residents identify what incentives they qualify for from local governments, federal programs, and utilities.

Learn more about switching from fossil-fuel-powered appliances to electric versions at [The Switch Is On](#).

### Short-Form Copy 2

#### 150 words: Sign up for incentive notifications to help pay for clean energy home upgrades

If you want to electrify your home with clean energy technologies like a new heating and cooling system, heat pump water heater, induction cooking stove or rooftop solar, it's about to get easier and more affordable. In addition to the utility rebates and tax credits currently available, significant new incentives are coming from federal investments and Washington's Climate Commitment Act.

Local governments recently partnered with [The Switch Is On](#) to help you identify what incentives you could qualify for now and to keep you notified of new incentives as they become available. Plus, The Switch Is On can help you navigate the process of upgrading your home by connecting you with knowledgeable and skilled [local contractors](#) and providing various informational resources.

To get notified about new incentives and receive expert advice on navigating your home electrification projects, [subscribe to The Switch Is On](#).

## Short-Form Copy 3

300 words: Resources available to make clean energy upgrades easier and more affordable

Have you considered electrifying your home with clean energy technologies like a new heating and cooling system, heat pump water heater, induction cooking stove or rooftop solar? We hope so! Upgrading to highly efficient clean energy technologies improves your home and our community. For instance, heat pumps unlock energy savings while providing both heating and cooling to keep you comfortable year-round and they also improve public health by reducing pollution and greenhouse gas emissions.

Whether you're new to the idea of electrification or you've been considering it for a while, we have a new resource – [The Switch Is On](#) – to help you understand your clean energy options and the upgrade process.

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- **Informational resources:** Understanding the types of upgrades you can make is just the beginning. Check out [The Switch Is On website](#) and quick guides to learn how various technologies work, what benefits you'll get from your upgrades, what steps to take to initiate your project, and what factors you'll need to consider before getting started.

Find out info, incentives, and contractors at [The Switch Is On](#).

# Social Media Messages

*Both messages are under 100 words, making them appropriate for Facebook, Instagram, and X (formerly Twitter). Please drive traffic to the Washington Switch Is On website - [wa.switchison.org](http://wa.switchison.org) (not social media accounts).*

## Hashtag Use

[SIO hashtag tracker>>](#)

Please include these hashtags in your social posts so we can track posts related to the campaign, ensure searchability, and increase visibility through algorithm placements:

- #siowa
- #sio
- #SwitchIsOn
- #SwitchIsOnWa
- #ElectrifyWa
- #IMadeTheSwitch
- #cleanenergy
- #allelectric
- #heatpump
- #heatpumppowered
- #carbonneutral
- #climatechange
- #climateaction

## Tagging Partners

[Partner's social handles>>](#)

Please consider tagging your partnering organizations in your social posts. Our partnership group includes:

- King County
- City of Seattle
- Pierce County
- City of Tacoma
- City of Olympia
- Climate Solutions
- Shift Zero

## Social Media Message 1

### Intro to SIO

HELP HAS ARRIVED! If you want to electrify your home with a new heating & cooling system, heat pump water heater, induction cooktop or rooftop solar, then we have something for you to make it easier and more affordable. Let us introduce you to [wa.switchison.org](http://wa.switchison.org). The Switch Is On will help you identify what incentives are available to help make your upgrade more affordable and will help you find a local contractor who can give you expert advice.

## Social Media Message 2

### Heat Pumps

If you're wanting a new heating system, consider a heat pump. You'll get a 2-for-1— cooling and heating in one unit to keep you comfortable year-round. Plus, you can get incentives to help pay for it. Head over to [wa.switchison.org](http://wa.switchison.org) for more info. The Switch Is On will help people learn about electrifying their homes, identify available incentives, and find local contractors.

## News Content

*Consider using this message on your website's news page, announcements section or blog.*

### News Piece 1

#### New tool available to help residents make clean energy home upgrades

A new tool is available to help residents electrify their homes, lower energy use, save money on utility bills, and cut climate pollution.

Local governments recently partnered with [The Switch Is On](http://The Switch Is On) to bring residents a one-stop shop to navigate the process of replacing fossil-fuel-powered home appliances and systems with electric versions. Through The Switch Is On website, residents can find knowledgeable and skilled local contractors, identify what incentives they qualify for from local governments, federal programs, and utilities, and access credible information about electric technologies.

"Making clean energy home upgrades is about to get more affordable, but the process can be complex, which is why The Switch Is On is such an important tool for people to access expert guidance and trusted resources," <name and title> said. "There are a lot of options, decisions, and steps to navigate and consider. Homeowners will need to figure out what upgrades are right for their home and in what order to do them, how they'll pay for upgrades and how to access



and stack the many available incentives, and what contractors are qualified and knowledgeable to advise them on their specific situation.”

In addition to the utility rebates and tax credits currently available, significant new incentives are coming to Washington from federal investments and the state’s Climate Commitment Act. Residents could get help paying for electrical panel and wiring upgrades, heating and cooling systems, water heaters, clothing dryers, cooking stoves, and weatherization projects. Tax credits are available for even more upgrades, including rooftop solar, electric vehicles and chargers, and battery storage.

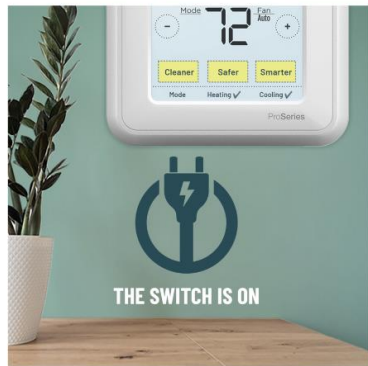
<Insert quote about why electrification is important to your organization, what benefits residents will receive when they switch, and how electrification will impact the community and reduce climate pollution.>

Learn more about switching homes to clean energy at [The Switch Is On](#).

## Graphics

Graphics are available to [download here from Google Drive](#).

Social graphics 1080x1080



Web or e-news header 1000x455




## Images

- Whole home graphic (1200x627)
- Incentive Finder
- SIO homepage



English



THE SWITCH  
IS ON WASHINGTON

INCENTIVE LOOKUP FOR  
CUSTOMERS

INCENTIVE TYPE ▾

☐ REBATE

☐ TAX CREDIT

☐ FINANCING

BUILDING TYPE ▾

☐ SINGLE-FAMILY


☐ MULTI-FAMILY

Zipcode

Home Function ▾

SEARCH

CITY OF LACEY



GET REBATE

LEARN MORE

Save Up To \$1000 - Rebate On Insulation  
And Ductwork

REQUIREMENTS

Attic Insulation - \$1.75 per sq. ft.  
Floor Insulation - \$2.50 per sq. ft.  
Wall Insulation - \$2.50 per sq. ft.  
Prescriptive Duct Sealing and Insulation - Up to \$1000  
Duct sealing only - Up to \$550

Switching to electric  
is safer than ever

Get started



## Video

- What I love about my electric home (mp4)



## Banners

- Heat pump (600x500)

A banner for a heat pump. At the top is a white heat pump unit with the text 'Cleaner Safer Smarter' on the left and 'Mode Heating ✓ Cooling ✓' on the right. Below the unit, the text reads 'Just one unit for heating &amp; cooling' in a large, bold font. To the right of this text is a circular icon containing a lightning bolt and a power symbol. Below the main text, it says 'Heat pumps do both. THE SWITCH IS ON'. At the bottom right, there is a yellow button with the text 'Switch to Electric →'.