Tool 1.1: Sample Invitation to Participate on the Leadership Team

Consider having the Champion (or his/her delegate) invite the potential Leadership Team recruit to lunch before, to talk about this initiative before the letter goes out, without asking for a commitment (or not) on the spot. The letter then formalizes what was discussed and makes the request in writing. The letter can also address delicately any specific issues or concerns that were stated or implied during the lunch by the prospective team member.

The invitation below could be in the form of a formal letter or an email, depending on communication norms within this jurisdiction. If preferred, invites could come from the Plan Advocate or other government representative rather than the Champion, and the template can be adapted accordingly. The template can also be adjusted depending upon the scope of your CESP.

Dear [Leader],

It was wonderful to visit with you earlier this week and catch up on all your exciting news.

As a follow-up to our conversation, I am writing to you as a leader in our city government [or community] to encourage you to participate in a by-invitation-only group of peers who will be guiding the development of an important new Community Energy Strategic Plan, or CESP, initiative for the [Entity].

I am convening this newly formed Community Energy Leadership Team to provide executive-level strategic guidance and direction to City staff [and community stakeholders] as they work to develop a CESP for our City.

Energy is a critical component of the local economy. As you may be aware, energy costs currently account for approximately [X%] of our municipal budget, and they a significant expense for residents, businesses, and industries in the community. The purpose of developing a CESP is to identify new opportunities for decreasing costs and stimulating the local economy by increasing energy efficiency and enabling a shift to clean, local energy sources. For example, just two years after the City of Philadelphia released its *Greenworks* plan, municipal energy use was reduced by 4.9%, avoiding nearly $4 million in energy costs for taxpayers. This initiative will also [address issues particularly relevant to the Leader being recruited].

You are among [X] highly esteemed and well-respected thought leaders being invited to serve in this honorary role. The Community Energy Leadership Team will meet [once a month] over the course of the next [year], with support provided by [Plan Advocate].

Thank you, in advance, for considering this request. I will call in a few days to discuss your potential role as a key [community] leader for this exciting new [Entity] initiative.

With warm regards,

[Champion], [Title]

[Entity]