Tool 2.2: Sample Invitation to Participate as Stakeholder

Consider having Leadership Team Members familiar with stakeholders extend invitations to participate in the CESP process. Members may want to reach out to stakeholders with a call first, but the letter formalizes the request in writing. The invitation below could be in the form of a formal letter or an email, depending on communication norms within this jurisdiction, and if preferred, invites could come from the Plan Advocate or Champion, with the template adapted accordingly. The template can also be adjusted depending upon the scope of the CESP and specific level of engagement that is being sought, for example participation in a one-time focus group versus a prolonged working group or advisory committee.

Dear [Stakeholder],

As you may know, the [Entity] been engaged in an active discussion of the potential benefits of developing a Community Strategic Energy Plan, or CESP, for city government operations [or community]. Many cities across the nation have created energy plans, and these cities have seen significant results once actions developed in the plan were implemented. 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. These benefits include not only saving energy and associated costs, but also [address issues particularly relevant to the Leader being recruited].

Recently, [Champion] directed the [Entity] to begin the development of a CESP, and the plan must be ready for consideration [deadline]. We are in the process of gathering input and seeking support for this effort, and at [Champion’s] request we would like to recruit you to help. This effort is strongly connected to the work done within your department [or by your organization], as [tie to the individual or relevant department/organization’s work and interests]. As [position of invitee], your insights, perspective, and expertise will help the City fully realize the benefits of the project. [For government staff, if possible, add: and [Department Head] has given authorization for you to spend [time] in support of the effort.]

Please join us for a [kick-off meeting] on [date] at [location], where we will introduce the objectives of the CESP, outline the process, listen to your initial ideas, and discuss ways for you to help out. Feel free to contact [Advocate] at [phone number, or email address] if you have any questions, or visit our new website at [CESP website].

The CESP has the potential to bring significant economic and environmental benefits to [Entity]. We are excited about this project and look forward to having you join us!

With warm regards,

[Team Member], [Title]

[Entity]