



ABOUT SAGE

The *Save. Act. Grow. Earn.* (SAGE) Sustainable Business Program is your “one-stop-shop” for business sustainability. SAGE provides FREE and confidential advice, assistance, and resources that integrate sustainability into your business practices to help you identify and act on relevant economic, environmental, and social opportunities

Benefits



Save Money

Cut costs through increasing operational efficiency



Gain Recognition

Responsible practices benefit customer and employee relations



Reduce Footprint

Minimize use of critical resources to benefit human health and the environment

SAGE MARKETING TOOLKIT

Toolkit Overview

This toolkit contains resources and templates to assist in your marketing and communications efforts to showcase your sustainability efforts.

You can use these tools to:

- Increase visibility of your sustainability accomplishments via your website, newsletter, and social media
- Share successes with your customers and employees
- Highlight your SAGE certification

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SUSTAINABLE
WESTMINSTER

Digital Marketing Language

The following language provides a starting point for sharing your sustainability practices on your website, social media, and other communications. Please feel free to elaborate on your projects!

Short – [Business Name] is a certified sustainable business through the SAGE Sustainable Business Program. We are proving that business can be good for our pocket books, the environment, and the Westminster community.

Medium - [Business Name] received certification through the SAGE Sustainable Business Program. As a SAGE Business, we're joining our fellow Westminster businesses in showing our commitment to supporting a strong economy and implementing environmentally sustainable practices.

Long – [Business Name] received certification in through the City of Westminster SAGE Sustainable Business Program. In partnering with SAGE, we're joining a community of businesses that:

- Are dedicated to the community in which we live
- Care about our customers
- Pursue more sustainable practices to support the health, environment, and economy of our local community.

Our SAGE certification demonstrates 's high level of environmental performance. SAGE's certification performance criteria are based upon and consistent with sustainability best practices of outstanding businesses throughout the State of Colorado. To achieve certification, [Business Name] demonstrated: [Insert 3-5 completed sustainability projects or measures from the SAGE Certification Check-List].

- [Energy Efficiency Project/Measure]: (e.g. An increase in energy efficiency through replacing [type of lighting fixture(s) replaced] for more efficient LED model(s)).
- [Water Efficiency Project/Measure]: (e.g. An increase in water efficiency through replacing [type of water fixture replaced] for more water efficient model(s)).
- [Waste Reduction Project/Measure]: (e.g. Reduced waste through collecting and responsibly disposing of hard to recycle materials and donated outdated office supplies and technology).

Social Media Example

Facebook Post: “Happy Earth Day everyone! We’re thrilled to announce our certification as part of the City of Westminster SAGE Sustainable Business Program and wanted to take a minute to share our excitement with our friends and customers. Check out our latest blog post for more info and thanks for helping us create a more sustainable business and community! Thanks also to the City of Westminster SAGE team for helping make it all happen!

- Insert a link to newsletter or blog post

Instagram Post: “We’re SAGE Certified! As a SAGE Business, [Name of Business] is joining our fellow Westminster businesses in showing our commitment to supporting a strong economy and implementing environmentally sustainable practices.

- Insert a photo of SAGE Sustainable Business Logo or employees with certificate

Newsletter Example

The Westminster SAGE Sustainable Business program recognized local businesses for their sustainability practices and [Name of Business] is proud to become officially “SAGE Sustainable Business Certified” for our efforts in waste diversion, water conservation, and energy efficiency. What are we doing to be green?

[Insert sustainability practices and measures. Examples below:]

- Paper, cardboard, and plastic recycling
- Composting restroom paper waste
- Insulating drafty doors and windows
- Limiting water use
- Replacing office lighting with energy efficient LED bulbs and fixtures

With the support of our dedicated employees and staff, Xcel Energy rebates, City of Westminster incentives and support, we're doing our part to set an example and make a difference. Please consider supporting all of the SAGE Certified Green Businesses.

Letter to the Editor Example

Letter to the Editor Template (250 words max)

Dear editor,

If there's one thing we should all agree on, it's saving our precious resources. As a business owner in Westminster, I feel a responsibility to do what I can to reduce the impact my business has on the environment. I recently decided to make some changes to [save, reduce, reuse] [water, energy, waste] because [reason why you decided to make sustainability changes].

It was easier than I thought. We [describe changes you made e.g. replaced lighting, replace HVAC etc.] Because of the rebates and discounts available, we only had to pay for [%] of the project. In the long run, the changes we made will save my business [\$/energy per month/year etc.].

We had the free help from the City of Westminster SAGE Sustainable Business Program. Their staff [assistance provided] and suggested ideas to reduce our environmental footprint. When I decided what I wanted to do, they helped me [assistance provided], helped with the paperwork for the rebates, and saw the project through to the end.

I know it might seem like you have to do something huge to make a difference. But, even a simple step like changing your lighting can reduce the amount of energy you're using (and your energy bill). If we all take a couple small steps, we can help save money for our business and make the planet a little bit better for our children and grandchildren.

Your name and title

Business or organization name

Business address and phone number

Submitting Your Letter

1. Copy and paste the letter into your email (do not attach a document)
2. Include "Letter to the Editor" and the topic (e.g. saving energy/water, sustainability, reducing waste etc.) in subject field
3. Email to local news outlet(s):
 - Westminster Window, Jeff Co Transcript, Lakewood Sentinel, Wheat Ridge Transcript: letters@coloradocommunitymedia.com
 - Broomfield: Broomfield Enterprise: BEeditor@broomfieldenterprise.com
 - Denver Post: openforum@denverpost.com or use their [submission form](#)

Press Release Example

FOR IMMEDIATE RELEASE:

[Premier Members Credit Union receives Inaugural Sustainable Business Award](#)

BOULDER, CO (November 23, 2020) — Premier Members has been named the first-ever recipient of the City of Westminster’s Sustainable Business Award. The award recognizes businesses for their exceptional operational practices that benefit the environment, the community and the economy.

“Premier Members Credit Union (PMCU) is a great example of how financial institutions and businesses can act as local sustainability champions,” said Anita Seitz, Mayor Pro-Tem for the City of Westminster. “We hope this award encourages additional businesses to further implement and prioritize safe sustainability best practices and operations.” “PMCU was recognized in part because of their comprehensive sustainability assessment,” said Westminster Mayor Herb Atchison. “In addition to its assessment, PMCU also educates its members and the public on ways to integrate sustainability into their finances, home, lifestyle and community activities.”

Premier Members is an active participant in green business programs across the Front Range, including the City of Louisville, City of Westminster, and the City of Longmont. All Boulder County branches are Partners for a Clean Environment (PACE) certified for waste diversion. To learn more about the credit union’s goals and impacts, please review its 2019 sustainability report.

About Premier Members Credit Union

Premier Members Credit Union is a not-for-profit financial institution dedicated to providing financial solutions to individuals and businesses in Colorado’s Front Range. With more than 76,000 members, \$1.2 billion in assets, 14 retail branch locations and four locations in area high schools, Premier Members is a leader in the credit union industry. In addition to being at the forefront of the industry in sustainable business practices, Premier Members takes pride in giving back to the communities it serves, supporting a wide variety of activities and fundraising events for charitable organizations like United Way, Realities for Children of Boulder County, Impact on Education and many more. To learn more, visit pmcu.org.

About City of Westminster

Situated between Denver and Boulder, Westminster has prime proximity to both the exceptional intellectual capital available in Boulder, as well as the incredible millennial workforce in the Denver metro area. Westminster is right in the heart of the U.S. 36 Tech Corridor connecting Denver to Boulder. New development is happening throughout the city with a different approach to new growth. The City is committed to maintaining more than 30% of its land for open space, parks, and recreation — all while working to preserve and revitalize our historic areas. For more information, log onto www.cityofwestminster.us.

Contacts

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Media Contacts

As of Winter, 2021 here are some contacts at local news outlets for your press release and article pitch.

Business Publications:

BizWest Media: News submittal [form](#)

ColoradoBiz: Contributor guidelines and submittal [information](#) and to pitch a story to the email Print Editor, [Mike Taylor](#) or Digital Editor, [Kasey Harvey](#).

Denver Business Journal: 303-803-9200; denver@bizjournals.com

Local Newspapers:

Colorado Community Media: Westminster Window, [Broomfield Enterprise](#), Arvada Press, [Lakewood Sentinel](#), Northglenn-Thornton Sentinel, [Jeff Co Transcript](#), [Wheat Ridge Transcript](#): [link](#) to submit a press release or story

Denver Post: Email newsroom@denverpost.com or openforum@denverpost.com or use their letter to the editor [submission form](#)

Colorado Hometown Weekly: Opinions: CHWeditor@coloradohometownweekly.com and Letters to the Editor: CHWeditor@coloradohometownweekly.com

Local Magazines:

5280: Press Releases news@5280.com //Letters to the editor: letters@5280.com.

303: Brittany Werges, Editor in chief: Brittany@303magazine.com

Westword: <https://www.westword.com/about/contact?category=letters>; 303-296-7744

Colorado Life: Chris Amundson, Editor/Publisher: camundson@flagshipublishing.com and general phone number: 1-970-480-0148

Radio:

Colorado Public Radio: Newsroom and Colorado Matters comments, questions, story ideas: news@cpr.org, complete contact information [list](#), general [contact form](#), and main phone: 303-871-9191