

ASHP Cooling Season Messaging Support

ASHP Awareness Week: Stay Cool with a Smarter Cooling System

As temperatures rise, it's time to remind homeowners how they can stay comfortable all summer long. Join Minnesota utilities, communities, and local governments amplifying the efficiency and potential energy savings when switching to a heat pump during MN's **ASHP Awareness Week, May 18-22, 2026**.

Key Points to Emphasize:

- A heat pump is a modern HVAC system that provides both heating and cooling. It's essentially an air conditioner that can run both ways (or reverse) to heat and cool a home; it is an all-in-one solution that's efficient in both summer and winter.
- Unlike traditional systems, heat pumps offer consistent comfort and use much less energy, which can translate to greater efficiency from your home overall.
- A variety of special electricity rates and incentives are available to both decrease the operating costs of your heat pump and offset the cost of installation.

Sample Social Media Posts

Post 1: Cooling Comfort Awareness

Beat the heat without overworking your A/C. Heat pumps deliver efficient, reliable cooling, even on the hottest Minnesota days, while keeping your home consistently comfortable. Curious what it could look like for your home? 🖱️ [Estimate your heating & cooling savings](#)

Post 2: Upgrade Considerations

Thinking about replacing your A/C? Now's the time to consider a smarter option. Heat pumps cool your home just like an air conditioner, but with added efficiency and the ability to heat your home too. Start exploring your options today: 🖱️ [Start your heat pump journey](#)

Post 3: Find a Contractor

Ready for a cooling upgrade? A qualified heat pump contractor can help you choose the right system for your home and ensure it's installed for peak performance. Take the next step: 🖱️ [Find a heat pump contractor](#)

Want more marketing support, like templates, sample blog, web copy, photos, and more? Check out the link below that is best for you!

[Marketing Resources for Utilities](#)

[Marketing Resources for Communities + Local Government](#)

Please send questions to Katie LeBlanc at kleblanc@mncee.org.



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Sample Email

Subject Line: Upgrade Your Cooling Before the Heat Hits

Body:

As temperatures start to climb, now is the perfect time to think about your home's cooling system. If your air conditioner is aging or struggling to keep up, a heat pump will be a smart upgrade. Heat pumps provide efficient, reliable cooling while helping maintain consistent comfort throughout your home.

Whether you're just starting to explore or ready to take the next step, there are simple ways to get started:

See what you could save with a personalized estimate:

👉 [Heating & Cooling Savings Estimator](#)

Learn what to expect and how to plan your upgrade:

👉 [Start your heat pump journey](#)

Connect with a qualified contractor near you:

👉 [Find a heat pump contractor](#)

Make the switch to a cooling system designed for comfort, efficiency, and performance - just in time for summer!

Update Your Website

As temperatures rise, now is the perfect time to think about how your home stays cool. Heat pumps provide efficient, reliable cooling that works just like a traditional air conditioner, keeping your home comfortable even on the hottest Minnesota days. If your current A/C is aging or struggling to keep up, a heat pump can be a smart upgrade that delivers consistent comfort and improved performance throughout your home. Not to mention, they also offer efficient heating in the winter – a true two-in-one system!

Whether you're just starting to explore or ready to take the next step, there are simple ways to get started. You can get a personalized estimate to see potential savings, learn what to expect from installation, and connect with a qualified contractor who can recommend the right system for your home. With the right support and information, upgrading your cooling system can be a smooth and confident decision, just in time for summer.