Created by the Minnesota ASHP Collaborative

Fall Heating Campaign Toolkit: October 2026

Campaign Dates: October 5-9, 2026

Theme: Dual Fuel: One Reliable System Built for Minnesota Winters

Goal: Build awareness of dual fuel heat pump systems as an accessible first step toward electrification; drive traffic to the blog, the Savings Estimator, and incentive resources.

Core Hashtags: #MNHeatPumps #DualFuel

Additional Resources to Use!

- New blogs:
    a. Window AC vs. Ductless Mini-Split
    b. Doubling Down on Dual Fuel
- Social media graphics to be updated and used with social posts
    a. Customizable templates in Canva
- Marketing Media library
    a. Request media assests.

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1. Key Messages

- A dual fuel system pairs an air source heat pump with a furnace, so each does what it does best; the heat pump handles most of the heating season, and the furnace steps in only on the coldest days.
- It's a more attainable first step than going fully electric: existing ductwork and, in many cases, the existing furnace stay in place, keeping upfront costs manageable.
- Dual fuel systems work with a home's existing ductwork, so no major electrical or structural upgrades are required in most cases.

2. Social Media Post

Pair your social posts with graphics → Social media graphics linked here (Canva)

Post 1: Campaign Kickoff

Thinking about a heat pump, but not ready to go fully electric? A dual fuel system pairs a heat pump with your furnace, so you get lower energy use and reliable comfort in every Minnesota season. See how it works: Learn more: What is a dual fuel heating system?

Post 2: How It Works

Your heat pump handles most of the heating season, and your furnace steps in only when it's really cold outside. No thinking required, it switches over on its own. Learn more today!

Post 3: Savings & Next Steps

Curious what a dual fuel system could potentially save you? Our partners' Heating and Cooling Savings Estimator can help! Check it out to see what incentives are available in your area. Start here: complete the the Savings Estimator now!

If you have questions, please email Katie LeBlanc at kleblanc@mncee.org.

3. Newsletter (Sample Draft)

Adapted from the "Doubling Down on Dual Fuel" blog located here. Customize for your audiences, plug in your own call to actions if needed, etc.

Title:
One Reliable System for Every Minnesota Season

Body:
If you've started shopping for a new heating system for your home, you've probably run into the term "dual fuel." The concept is simple: a dual fuel system combines an air source heat pump with your furnace, letting each system do what it does best. The heat pump handles most of your home's heating needs, while the furnace steps in only during the coldest stretches of winter. This puts you on a path to lower energy use, dependable comfort year-round, and potential bill savings.

How it works

- The heat pump is the primary heating source, pulling heat from outside air even in winter.
- The furnace remains as backup, stepping in when temperatures drop low enough to need it.
- The switchover happens automatically, no fuss and happens seamlessly.

Why it makes sense

- Heat pumps move heat rather than generating it, which means whole-home comfort everyday.
- A light lift: existing ductwork (and often the existing furnace) stay in place.
- With utility rebates and other incentives, a heat pump can make sense for the pocketbook!

Closing:
For Minnesota homeowners, dual fuel offers a practical way to get more from the heating system you already rely on. You get efficient, consistent heat from a heat pump for much of the year, with the peace of mind that your furnace is still there when Minnesota temperatures really drop. If you're already thinking about replacing or upgrading your heating system, it's a great time to ask your contractor whether dual fuel could be a good fit for your home.

Optional Call to Actions:
1) Want to go deeper? Check out the MN ASHP Collaboratives' Heating and Cooling Savings Estimator to see what savings might await you! https://www.mnashp.org/savings-estimator

2) Learn more about what a dual fuel system is and how it could be the right fit for your home and family: https://www.mnashp.org/what-dual-fuel-heating-system