# **How to Use the MN ASHP Messaging Guides and Resources**

Welcome to the MN Air Source Heat Pump (ASHP) Collaborative’s Messaging Guides and Resources! These tools are designed to make customer engagement easier, help you effectively promote air source heat pumps, and ensure that customers across Minnesota receive consistent, clear, and research-backed information.

By using these resources, you’ll join a statewide effort to increase awareness and adoption of heat pumps, support the transition to energy efficient heating and cooling, and enhance your business’s success in this growing market.

## **What’s Included** You’ll find a suite of tools to support your marketing and outreach efforts:

* **Messaging Guides**: Research-backed messaging to make your life easier as you reach out to customers, audiences, and MN communities.
* **Supplemental Resources**: Editable and non-editable templates for emails, blogs, social media posts, and more.
* **Images**: These can be used in conjunction with the materials provided here and through this partnership.

## **Best Practices for Leveraging These Resources**

1. **Be Consistent**: Use the provided messaging as-is wherever possible to ensure alignment with best practices and research-backed insights. Consistency strengthens trust in ASHP technology and helps grow the market.
2. **Customize Strategically**: Some resources, such as email templates and blogs, can be tailored to fit your tone and audience. These templates are clearly marked as “Editable.”
3. **Coordinate with Others**: As part of Minnesota’s ASHP community, aligning your messaging with other contractors, utilities, and organizations amplifies our shared voice and impact.
4. **We’re here to help!** The MN ASHP Collaborative is dedicated to making sure you not only have available resources and tools, but the hands to help implement them. Reach out to Katie LeBlanc to learn how she and the MN ASHP Collaborative team can make your lives easier when engaging customers and communities about the benefits and opportunities surrounding heat pumps.

## **Ready to Dive In?**

Start by reviewing the Messaging Guide for foundational information. Then, explore the supplemental resources and integrate them into your outreach strategies. If you have questions or need assistance, the MN ASHP Collaborative is here to help! You can reach out to Katie LeBlanc at [kleblanc@mncee.org](mailto:katie@mncee.org) to learn more about customization opportunities, ongoing marketing support, and more.

Let’s work together to expand awareness of air source heat pumps and build a more energy efficient Minnesota!