



Michigan Saves®

The Nation's First Nonprofit Green Bank

Michigan Saves Authorized Contractors Social Media Promotion Toolkit

As a Michigan Saves authorized contractor, you have exclusive rights to offer our tailor-made energy financing solutions to both residential and commercial customers. These best-in-class financing options can bring added value to your services by helping more of your customers access essential energy upgrades. This toolkit includes social media posts and tips to support you in sharing about Michigan Saves to your customers on social media and other communication platforms you may use.

Suggested Social Media Posts to Share

The following are social media posts with graphics and copy for you to share on your social media platforms. Please tag Michigan Saves on your posts ([Facebook](#), [LinkedIn](#), [X](#)).

Post 1



[Download the graphic](#)

Copy: We're excited to share that we're now a Michigan Saves authorized contractor!

By partnering with Michigan Saves, we can offer low-interest financing options with some of the best rates and terms for eligible energy efficient improvements.

Contact us today to learn more.

Post 2



[Download the graphic](#)

Copy: Facing an unplanned breakdown? Have a replacement you've been needing to do? We can help you get low-interest financing through Michigan Saves for eligible energy efficient projects.

Contact us today to get started.

Other Ways to Spread the Word

- **Reshare Michigan Saves social media posts** – Follow our social media accounts ([Facebook](#), [LinkedIn](#), [X](#)) for informational posts about our programs and educational content on saving energy that you can reshare to reach your customers.
- **Include information in a newsletter or email blast** – The social media posts above can also be used in other communication channels you use such as email.
- **Download and print flyers to distribute (found on the [Contractor Resource Library](#))** – Prefer hard copies? We have PDF flyers on our website that can be downloaded, printed, and shared. If you would like customized flyers or can't find what you're looking for in the Resource Library, reach out to our team at info@michigansaves.org.

Thank you again for your partnership in helping to ensure every Michigander can access resources to have a healthy, safe, and energy efficient home!