**Idle Reduction Outreach Letter**

Space for Organization’s Logo

**A brief description here**

Dear Whom, It May Concern,

In business, every dollar counts. Did you know that there are simple ways to reduce fuel costs with minimal or even no expense? Reducing the time a vehicle idles is the simplest form of fuel economy; it can be easy to implement and often requires little or no financial investment.

**Why Care About Idling?**

* **Idling is expensive:** Idling may consume a gallon of fuel or more per hour, depending on the vehicle. **Idling pollutes:** Each gallon of fuel burned creates about 20 lbs. of greenhouse gases.
* **Idling threatens health:** Breathing vehicle emissions increases the risk of respiratory illness, especially in children. In business, every dollar counts.

[If desired, provide a description of a success with idling reduction for a local or regional company.]

We are Organization Name, provide a brief description. I believe we have a shared interest in increasing economic and environmental sustainability. Your organization’s previous sustainability efforts, such as specific example, demonstrate an investment in reducing your carbon footprint. With the help of Kentucky Clean Fuel Coalition's Idle Free toolkit, we are helping organizations like yours reap the benefits of idling reduction. In addition to the organizational strategies, individual pledges for idling reduction can show your employees how to make a personal contribution.

I will call you in the coming week to request a brief meeting to discuss how you can save money and support the environment with simple measures to reduce idling. If you prefer, please call me directly at the number below.

Warm Regards,

Name,

Title

Organization Name

Phone, E-mail Address