



LENNOX[®]

**HEAT UP
ILLINOIS**

heatupillinois.com

Dealer Guide



HEAT UP ILLINOIS

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Your Guide to Heat UP Illinois

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Introduction

WELCOME TO HEAT UP ILLINOIS!

We are excited about our 2nd-annual Heat UP Illinois (HUI) program! This event drives home the importance of community-based efforts. HUI is a clear message that you are the foundation of Hometown USA – truly *Neighbors Helping Neighbors*.

However, HUI not only helps your company give back to your community, but it also gives you a marketing edge, designed to set you apart as a quality HVAC dealer. Much of the future advertising and promotion of HUI will precede the heating season. Current and potential customers will have recently heard your company’s name in connection with HUI, so when you advertise your fall heating specials, they will already recognize your name and look to you for their heating (and future cooling) needs!

ABOUT THIS GUIDE

Clearly, HUI is a group effort. A hard-working group of people have assembled this Dealer Guide to walk you through the HUI event and help you make the most of it – both for the household you will help and for your business.

All underlined text throughout this guide are links to additional information located within these pages. Simply click on a link (like you would on the Internet) to go to that information.

Here’s to a great Heat UP Illinois!

“Neighbors Helping Neighbors”



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A Word on Public Relations

Unlike paid advertising, when you work the public relations (PR) side of marketing you're depending on the kindness of strangers; in other words, you don't have any control over when, where, how, or if something will be published. When it doesn't get published, it's very disappointing. But when it does, it becomes *editorial content*, and being printed makes it credible. Through your business, you may already know the power of an article in the newspaper, a mention in a radio broadcast, or a video clip on television.

Getting published is easier to accomplish in smaller markets than in larger ones. The media reps are your neighbors and your customers, and small-community radio stations are more likely to run public service announcements (free ads) than a large metropolitan station.

In order to help you get the most local marketing coverage possible – for the least amount of cost – you need to build relationships ... relationships that will carry over well beyond this program.

As you participate in HUI annually, spreading the word about HUI should get easier, because people likely will remember it from the previous year.

Later in this Guide, you'll find PR samples you can use verbatim or alter to fit your company's needs. We also offer tips and hints to help you send out the info at the right time and to the right people.



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HUI Timeline & Checklist

DATE	TASK	NOTES	DONE ✓
Week of May 15	<ul style="list-style-type: none"> - Review Dealer Guide - Make/Update media list - Make/Update clergy list - Add HUI to your company website 	<ul style="list-style-type: none"> - If you don't already have a link to the HUI website on your business' website, add it now. 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Week of July 31	<ul style="list-style-type: none"> - Contact media to create awareness and solicit for nominees 	<ul style="list-style-type: none"> - Make a phone call to media contacts. - Send first press release/radio ad about HUI soliciting nominees. - Start posting about HUI on social media (Facebook, Twitter). 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Weeks of July 10-Sept. 4	<ul style="list-style-type: none"> - Promote HUI in your area 	<ul style="list-style-type: none"> - Send a letter to local clergy. - Continue to post about HUI on social media (Facebook, Twitter). 	<input type="checkbox"/> <input type="checkbox"/>
July 19	<ul style="list-style-type: none"> - Check-in conference call with HUI Board 	<ul style="list-style-type: none"> - Call in at 1 p.m. to 844-553-6669. Meeting #998 978 544 	<input type="checkbox"/>
Aug. 25	NOMINATIONS DEADLINE	<ul style="list-style-type: none"> - You should receive your list of local potential HUI nominees from a member of the HUI board within a couple days of this deadline. 	<input type="checkbox"/>
Week of Sept. 11	<ul style="list-style-type: none"> - Call potential nominees - Set up appointments with finalists - Contact chosen candidate - Inform finalists who were not selected - Order HUI signage and clothing 	<ul style="list-style-type: none"> - Send second press release about your chosen recipient. - Clothing orders are due by September 14. - Signage orders are due by September 19. 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Week of Sept. 18	<ul style="list-style-type: none"> - Get candidate's signature on Media Release form - Order parts and accessories for install - Invite media to attend 		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Week of Sept. 25	<ul style="list-style-type: none"> - Meet with staff to plan installation day - Order food and beverages 		<input type="checkbox"/> <input type="checkbox"/>
Oct. 7	INSTALLATION DAY	<ul style="list-style-type: none"> - Enjoy the day! 	
Week of Oct.9	<ul style="list-style-type: none"> - Email photos from install to Lennox TM - Call recipient to check on installation - Review install with staff - File all HUI paperwork 	<ul style="list-style-type: none"> - Email 4-6 photos to your Lennox TM showing the fun of the day (NOTE: Do <i>not</i> send photos of equipment. Include people in your photos!) - Send third press release on the success of Installation Day. 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>



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Overview of a Successful Program

There are 3 main steps to making the most of your participation in HUI.

STEP #1: Seek Nominees

STEP #2: Plan for Installation Day

STEP #3: Make Installation Day Special

STEP #1 – SEEK NOMINEES

This is the most important step in the HUI program, because it not only brings in names of households who may qualify for a furnace, but because it engages others in the community and sets up the marketing base for Steps #2 and #3. This preliminary work can also be used as a foundation for future company public relations initiatives you may have. The amount of work you put in this year will definitely make next year's HUI efforts much easier.

HOW TO SEEK NOMINEES

- **Contact your local media** – newspaper, radio, and television. This is more involved than it sounds, but don't worry ... this Guide is designed to help you! Following is information about working with newspaper, radio, and television media. We also provide samples of [news releases](#), [public service announcements](#), and [radio scripts](#) you can use verbatim or adjust to fit your company's needs.
- **Use social media.** Write posts about HUI on your company Facebook page, and on your personal page, too. Ask your employees to "like" and link the posts to their personal social media outlets, as well. Some examples:
 - **Facebook:** Type in a simple message and ask friends and co-workers to "like" it and pass it on to their friends. ([see sample message](#))
 - **E-mail:** Use a message similar to the one you posted on Facebook, and send an e-mail to everyone in your company's contacts list.
 - **LinkedIn:** Post the same/similar message from Facebook and e-mail.
 - **Twitter:** Send a tweet (140 characters or less) about HUI. ([see sample message](#))
 - **Internet:** Add a page to your company's website about HUI. If you can't dedicate a full page on your website, at least mention it – include the [HUI logo](#) and a link to the official Heat UP Illinois website (<http://www.heatupillinois.com>).
- **Talk to local churches.** Clergy are in the perfect position to know of households in the community that are in need. In addition, local clergy often are in regular contact with other community organizations. They can help pass on information about the HUI program with credibility. ([See a sample message](#) you can send to local churches.)
- **Spread the word at service calls.** If your service technician thinks the household of a service



Overview of a Successful ... *(continued)*

call he's on is a possible candidate for the HUI program, encourage him to tell them about the program and to nominate themselves. Make sure each technician has [flyers about the HUI program](#) on hand that he can distribute as needed.

- **Work with local businesses.** Print some of the [color flyers included in this guide](#), and ask your local grocery stores, libraries, etc., if you can leave some flyers there for customers.

STEP #2 – PLAN FOR INSTALLATION DAY

Step #2 begins when you receive the list of potential HUI recipients in your area from the HUI Board (the group of people who organize HUI).

Your phone call to these nominees will be one of the friendliest you'll ever make. However, since there are so many scams in today's world, the recipient may be hesitant to believe that this is a legitimate program. To help give you credibility, make sure you tell them:

- The name of the person who nominated them.
- The HUI website address (so they can further verify the program).

See the [sample phone script](#) to help give you an idea for what to say (but don't read the script word for word on the phone). If you're uncomfortable making this call, rehearse what you want to say a couple of times first. When you make the call, it will all work out naturally. When you're talking to the recipient, give them time to respond and ask questions. If they aren't convinced, offer to call them back so they can have time do "research" about HUI and talk to the person who nominated them.

Once the nominee believes you, you need to get the following information:

- 1) Verify they are the homeowner.
- 2) Learn about their existing furnace system. Do they have a forced air gas furnace? The HUI program is unable to replace boilers, oil systems, or mobile home furnaces. You may choose to change their system from oil to gas – as long as the timing works and you're comfortable furnishing the necessary additional materials at no cost to the nominee.
- 3) Ask if the existing furnace is currently working.
- 4) Ask how old the furnace (and their home) is.

If you are comfortable with their answers, set up an appointment to meet at their home and explain that this is necessary to further determine eligibility. Also tell the nominee that if they qualify, installation day is October 1. If you determine over the phone that they do not qualify, explain this to them (simply) and thank them for their time.

NOMINEE APPOINTMENTS:

Visit all potential nominees. It's better to be able to choose from a field of candidates than to limit yourself to one household sight unseen. Plus, you'll get a good feel for the candidate and the work site.

Arrive in a company truck, wearing a shirt with your company's logo. Bring your business cards.



Overview of a Successful ... (continued)

NOTE: If there's a "For Sale" sign on the lawn, conduct the inspection interview, but this probably is not the best candidate.

Chat with the nominee. Tell them about HUI and how it works. Assure them that everything would be donated, and that this program incurs absolutely no cost to them. Check out the house, making a list of what you would need if this candidate is chosen. After looking through the home, if they still may be a good candidate, get their story. Learn more about them and their situation.

Once you have decided which nominee is the best recipient for the free furnace, call them and let them know. What a fun, exciting phone call to make!

Also call the other nominees you visited to let them know they were not chosen. But remind them that the program occurs every year and that they can nominate themselves for the program next year. Follow up with a thank-you note, and maybe include a coupon for a free gift or discount.

PRE-INSTALLATION PREPARATIONS:

- If necessary, contact the recipient to arrange to stop by for a final, detailed inspection of the home.
- Have the recipient sign the [Media Release form](#), allowing you to share the event with the media and on your website, including photos.
- Plan to use normal work site procedures for a replacement furnace job.
- Some dealers add perks like media air cleaners, an air conditioner, ductwork, and/or other accessories. This is up to you, but remember that *nothing* can be charged to the recipient. Everything for them is 100% free.
- Confirm the installation date of Saturday, October 1 with the recipient.

NOTES:

- *If you need an LP Kit for the ML193 furnace, order it from Lennox and they'll send one at no charge.*
- *All replacement work must be done in accordance with state and local codes, including required permits.*

- 1) **Talk to your team and set up the installation day schedule with them.** Invite everyone from the company! This is a great way to build company spirit. Not everyone has to install the furnace. Some employees can be in charge of a food/snacks table. Others may want to help clean up the homeowner's yard, plant flowers, etc. Others can take photos, and some can just "stand around" and chat with the homeowner and their family and friends.

Here are some food suggestions for installation day:

- Bring rolls/doughnuts, coffee, and juice
- Order pizza
- Grill hot dogs, burgers, brats
- Bring a pot of chili and all the fixings
- Provide cookies
- Don't forget beverages



Overview of a Successful ... *(continued)*

- 2) **Clothing:** Order your HUI T-shirts, sweatshirts, etc., as soon as you know how many employees will be attending. Matching clothing makes a team! Order extra shirts for the homeowners, too. Lennox has arranged with The Lettering Machine out of Kenosha, Wis., to make the shirts for HUI. [Click here](#) for information on ordering clothing. Order deadline is **September 14**.
- 3) **Signage:** Post signs on the homeowner's lawn prior to the installation date. (Make sure it's OK with the homeowner.) Then, leave them up for a few days afterward. You can also make a banner to hang from one of your work trucks on the day of the event or tack up along the front of your food/snack table, for example. HUI signage is provided by Execu Print in Hartland, Wis. [Click here](#) for the signage order form. Order deadline is **September 19**.

NOTE: All participating HUI dealers receive a \$100 credit from Lennox toward a HUI shirt order OR signage order (one or the other; you cannot split the credit for both). Please make sure to mention this credit as specified on the order form.

- 4) **Contact the media.** Go back to your contact list, the one you made in Step #1. Call all of your new media friends and share the good news: You have a recipient! Tell them you'll be sending a press release shortly by e-mail announcing the family.
 - Invite your media contacts to send over a reporter or camera crew on Installation Day.
 - There's an old newspaper adage: "If it bleeds, it leads." Remember that. Even if your media contacts promise that they'll be at your install – and even if they've shown up and interviewed you prior to that day – you could be bumped by a hotter story.
 - Personalize the [news release](#) and save it as a PDF, then e-mail it as an attachment to your media contact list. If you don't know how to make a PDF, then copy and paste the text directly into an e-mail message. E-mail the press release to your media contact list.

STEP #3 – MAKE INSTALLATION DAY SPECIAL!

- 1) Your team should arrive ahead of schedule.
- 2) Park your work trucks in plain view of the installation site. This will raise neighborhood curiosity and excitement, especially if a TV camera crew shows up. Think of it as a BIG advertisement.
- 3) Bring cameras! You'll need a lot of photos ... for publicity, for your website, for your company HUI album. (You can create an album to show walk-ins at your office, for salesmen to take on sales calls, etc.)
- 4) Timing is everything, and this job should take a while. Efficiency is *not* necessarily your friend at this installation. Although fabricating sheet metal needs prior to installation is a good idea for regular installations, it's really effective and interesting for media and neighbors to see the work occurring on site (if possible) and what goes into this project.
- 5) Talk to the family, talk to the neighbors ... enjoy the day!



Overview of a Successful ... *(continued)*

AFTER INSTALL DAY

A little follow up goes a long way. A day or two after the install, call the homeowner to see how they're doing and how their new furnace is running.

FOLLOW-UP SUGGESTIONS

The week after the installation:

- Create 2 files, one to hold your Heat UP Illinois paperwork from this installation, and one for next year's HUI installation.
- Make notes on what went right this year and what you'd do better or differently next year (make a copy for both files).
- At your next team meeting, ask what the employees liked and what ideas they have to improve next year's HUI installation.
- Update your website with photos from your HUI installation. Send your best 4 or 5 photos to your Lennox Territory Manager. (Do *not* send photos of the equipment. Send photos of your team enjoying the day with the homeowner.)
- E-mail a press release to your media list ([see sample](#)). Attach a photo of the recipient with your team.



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Contact Information

The Heat UP Illinois program should be a wonderful experience for you, your employees, the HUI homeowner, and the community. It connects everyone and builds community friends, your business, and your staff. Go Heat UP Illinois!

Questions? Contact any of the following:

- Sean Dinel, Lennox Industries – sean.dinel@lennoxind.com, 630-464-3759
- Tony Craghead, Lennox Industries – anthony.craghead@lennoxind.com, 219-213-1669
- Nathan Vander Zanden, Lennox Industries – nathan.vanderzanden@lennoxind.com, 708-262-4933

- John Coggins, Four Seasons Heating – jcoggins@fshac.com, 708-268-4856
- Greg Fleming, Fleming Heating – greg@flemingheating.com, 815-389-2465
- Beth Gundersen, Compass Heating – beth@compassheatingandair.com, 630-940-3070
- Joseph Milton, Fritch Heating – josephmilton@mac.com, 309-303-4244
- Dave Vick, Service Experts West – dave.vick@serviceexperts.com, 630-417-2522

“Neighbors Helping Neighbors”



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NOTE: The documents on the following pages are designed so you can copy and paste their text into your company’s letterhead (or into a blank Microsoft Word file). We have also provided the press releases and order forms as Word files. You will receive an email with these files from your TM or one of the Heat UP representatives listed above.

On these documents, all capitalized text in **GREEN** needs to be updated with your company’s information.

Electronic versions of the HUI logo and flyers will be included with the Word files, as well.



Facebook and Twitter Posts

FACEBOOK

It's time for Heat UP Illinois ... the program that provides a free, high-efficiency furnace to qualifying households in need across Illinois. If you know of someone who needs a helping hand, go to heatupillinois.com. You can learn more about the program and nominate a household for consideration. Hurry, though: The deadline is AUGUST 25!

Have you nominated someone who needs a helping hand for a free furnace yet? Go to heatupillinois.com to learn more about this great program that provides qualifying households in need with a free, installed, high-efficiency furnace! The deadline for nominations is August 25.

TWITTER

The Heat UP Illinois program installs a free furnace to qualifying households in need! Learn more at heatupillinois.com. Nominations due August 25.

Furnaces will be installed to qualifying households in need for free! Learn how to nominate yourself or someone else at heatupillinois.com.



Letter to Clergy

DATE

Dear PASTOR, FATHER, RABBI:

Many people are in a position to need a helping hand ... whether because they have lost their job, or are struggling veterans, disabled, ill, elderly, on a limited income, etc. Although someone in this position may own a home, they cannot always afford to replace an old, inefficient furnace.

Heat UP Illinois is designed to help alleviate that issue. Through this program, Lennox Industries provides a free, high-efficiency, natural gas furnace – also installed for free – to qualifying households in need across Illinois.

My company, COMPANY NAME, is a proud participant of this program. However, finding these households in need can be a difficult task. Since you likely have a better understanding of those needs in this area, we hope that you will help disseminate information about this fantastic program.

Anyone can nominate a household in need by simply completing a form online at heatupillinois.com. Nominations must be received by August 25, and the furnace will be installed on October 7.

Again, Lennox Industries provides the furnace free of charge, and my company will donate all costs associated with installation. Even my employees donate their time to install the furnace! This is a true community service. That's why Heat UP Illinois' motto is, "Neighbors Helping Neighbors."

Would you please put information about Heat UP Illinois in your bulletin, and/or include it in your weekly announcements? More information is available at www.heatupillinois.com.

If you have any questions, please contact me directly at PHONE NUMBER, or EMAIL.

Sincerely,

NAME

COMPANY CONTACT INFO (if letter is not printed on company letterhead)



Radio Ad Scripts

RADIO PUBLIC SERVICE ANNOUNCEMENT (PSA)

Participating Lennox HVAC dealers of Illinois need your help! As part of the Heat UP Illinois program, many families will receive a free, installed furnace this fall. But we need to get the word out!

If you know of a household who could use a little help staying warm this winter, nominate them!

Submissions are due by September 9. For complete information, go to Heat UP Illinois dot com, or contact your local participating Lennox dealer, **COMPANY NAME, PHONE NUMBER**.

PAID RADIO SPOT (30 SECONDS)

Lend a hand to someone who needs one! Lennox Industries, in partnership with its dealers – including **COMPANY NAME** – is providing furnaces for free, installed for free to those in need! This program, called Heat UP Illinois, is all about neighbors helping neighbors. If you know of a household who could use a little help staying warm this winter, nominate them now! For details or to nominate someone, go online to Heat UP Illinois dot com, or contact **COMPANY NAME, PHONE NUMBER**. Hurry – nominations must be submitted by August 25.



FOR IMMEDIATE RELEASE

For more information, contact: **CONTACT NAME**

Phone: **XXX-XXX-XXXX**

Email: **CONTACT'S EMAIL ADDRESS**

HEAT UP ILLINOIS PROGRAM NEEDS NOMINEES

YOUR COMPANY'S CITY, STATE – If you know someone who could use a helping hand keeping their home warm, **COMPANY NAME** wants to hear from you. **COMPANY NAME** is participating in the Heat UP Illinois program, a project of the Illinois Lennox HVAC dealers as a way of giving back to their communities.

“We’re local, and we care about this community and the people who live here,” says **OWNER NAME**, owner of **COMPANY NAME**. “We’re looking for a household who could use a helping hand . . . perhaps a veteran, an elder, or someone who just needs help. We’re calling on the community to help us find these households in need.”

Lennox Industries will donate the furnaces for free. In addition, Lennox dealers, including **COMPANY NAME**, will supply the materials needed to install the furnace – also for free. Even the employees donate their time to complete the installation. There is absolutely no cost to the recipients of these furnaces through the Heat UP Illinois program.

This is the second year for the Heat UP Illinois program; the “Heat UP” program began in 2010 in Wisconsin and Michigan’s Upper Peninsula. It’s just one way area Lennox HVAC dealers can give back to their communities.

To nominate a household who needs help staying warm this winter, go online to www.heatupillinois.com.



FOR IMMEDIATE RELEASE

For more information, contact: **CONTACT NAME**

Phone: **XXX-XXX-XXXX**

Email: **CONTACT'S EMAIL ADDRESS**

HEAT UP ILLINOIS RECIPIENT ANNOUNCED

YOUR COMPANY'S CITY, STATE – Local HVAC contractor **COMPANY NAME** has announced that **NAME OF HOMEOWNER** of **TOWN/CITY** is one of several Illinois households chosen to receive a fully installed, high-efficiency Lennox furnace for free as part of the Heat UP Illinois program. The furnace will be installed on Saturday, October 7 by **COMPANY NAME**.

This is the second year for the Heat UP Illinois program; the “Heat UP” program began in 2010 in Wisconsin and Michigan’s Upper Peninsula. It’s just one way area Lennox HVAC dealers can give back to their communities.

“We are a local dealer, and being local means you’re committed to supporting your community and its people,” noted **OWNER NAME**, owner of **COMPANY NAME**. “Everything is donated . . . the furnace and the additional accessories and equipment. Even our employees donate their time to install the furnace.”

To learn more about the Heat UP Illinois program, go online to heatupillinois.com.



FOR IMMEDIATE RELEASE

For more information, contact: **CONTACT NAME**

Phone: **XXX-XXX-XXXX**

Email: **CONTACT'S EMAIL ADDRESS**

HEAT UP ILLINOIS INSTALLATION DAY A SUCCESS!

YOUR COMPANY'S CITY, STATE – Lennox HVAC dealerships across Illinois installed free, high-efficiency furnaces on October 1 as part of the Heat UP Illinois program.

“There are so many people in need across the country,” says **OWNER NAME** of local HVAC contractor **COMPANY NAME**. “The Heat UP Illinois program allows us to participate in a worthwhile effort to provide a helping hand to someone in our community.”

OWNER LAST NAME says his team had a fantastic day with the recipient of their free furnace, **RECIPIENT NAME** of **RECIPIENT TOWN**. “Our company employees came out not only to install the furnace, but to help out wherever they could, whether it was to mow the lawn, clean up the yard, or just enjoy some food with **RECIPIENT NAME**. It was a great day. By far, this was our team’s favorite community project.”

This is the second year for the Heat UP Illinois program; the “Heat UP” program began in 2010 in Wisconsin and Michigan’s Upper Peninsula. Since then, Lennox Industries and local dealerships have provided more than \$2 million in support to households in need. Lennox Industries provides the furnaces free of charge, and participating Lennox dealers throughout the state donate all costs associated with the installation of that furnace. Even the dealership’s employees donate their time to install the furnace! This is a true community program.

Nominations for the Heat UP Illinois program are accepted year-round. For more information or to nominate a household in need for next year’s installation, go online to heatupillinois.com.



Sample Phone Script

Use this script as a guide when calling your potential Heat UP Illinois nominees.

Hello, Mr./Mrs. **NOMINEE LAST NAME**. This is **OWNER NAME**, owner of **COMPANY NAME**. You were nominated by **NOMINATOR NAME** to be considered to receive a free furnace – installed for free by my company – through the Heat UP Illinois program. **NOMINATOR NAME** said that things have been a little tough for you lately, and our company helps a household by installing a high-efficiency, natural gas furnace for free.

But first, I need to know if your home qualifies. Can I ask a few questions about your current heating system?

If the person is doubtful as to the legitimacy of the program, you might add ...

I understand that in today's world you have to be careful about scams. I assure you that this is not a scam. Would you like to give **NOMINATOR NAME** a call, so you can verify what I've told you? You can also do some research about the Heat UP Illinois program online at heatupillinois.com. This is the second year for Heat UP Illinois, and the program began in Wisconsin and the Michigan UP in 2010, so it's not new. Why don't I give you some time to check on those things, and I will give you a call back in an hour or two?



Media Release Form

For and in consideration of myself as a recipient of the Heat UP Illinois donation from Lennox Industries, Inc. and its Illinois dealers, hereafter referred to collectively as Lennox, I hereby give Lennox and Strategic America, its agency, and any involved marketing and legal representatives permission to copyright, photograph, and/or broadcast and re-publish my image and/or background story in conjunction with my own or fictitious name or reproductions thereof made through any media by Lennox or Strategic America for any purpose whatsoever, including the use of any printed matter in conjunction therewith.

I hereby waive any right for payment or residuals for said use or to inspect or approve the finished videotape, film, sound track, photograph, or advertising copy of printed matter that may be used in conjunction therewith or to the eventual use that it might be applied.

I hereby release, discharge, and agree to hold harmless Lennox and Strategic America, its representatives, assigns, employees, or any person or persons, corporation or corporations for whom it might be acting, including any firm publishing and/or distributing the finished product in whole or in part from and against any liability in the reproduction of the finished product, its publication, distribution, or broadcast.

I hereby certify that I am over eighteen years of age, and am competent to contract in my own name insofar as the above is concerned. (If under eighteen years of age, this agreement must be signed by a parent or legal guardian.)

I have read the foregoing release, authorization, and agreement before affixing my signature below, and warrant that I fully understand the contents thereof.

Signature

Date

Please use photographs only, no names.

RECIPIENT INFORMATION:

Name: _____

Address, City, State, ZIP: _____

Phone: _____

DEALER INFORMATION:

Dealership Name: _____

Address, City, State, ZIP: _____

Contact Person: _____

Contact Phone and E-mail: _____

HeatUP Illinois Order Form

Order Deadline: 9/18/16
Will Ship By: 9/25/16

Company Name: _____

Company Contact: _____

Address: _____

_____ **E-mail Address:** _____

_____ **Phone:** _____

Dealers may choose any mix of items below. First \$100.00 Paid directly by Lennox
Please email AI, or EPS file of your logo to be included (NO JPG/GIF)

to: Execuprint@prodigy.net

Subject: "Lennox"

Questions Call:

262-367-0390

****Logo files that are not deemed usable
 will be replaced for plain text options**

Select Promotional Items Here

Item	Qty.	Cost.	Total.
Yard Sign(s)	_____	x \$19.00/per	_____
Banner(s)	_____	x \$32.00/ per	_____
Truck Sticker(s)	_____	x \$3.50/per	_____
Plenum Sticker(s)	_____	x \$3.75/per	_____
Truck Magnet(s)	_____	x \$6.50/per	_____

Lennox covered items - \$100.00

Total Amount Due: _____

Credit Card # for items not covered by Lennox - _____ **Exp.** _____

Name and address for card if it is different than above: _____

Item Photo/ Descriptions

Company Name as it should appear on items:

Banners:

52"x30", 1 sided with grommets

With logo supplied

Qty:



Without logo supplied

Qty:



Qty:



Truck Sticker (6"x4")

Qty:



Truck Magnet(6"x4")

Qty:



Plenum Sticker (13"x13")

Qty:



Yard Signs: 16"x24" Wire stake included, 1-sided

Qty:



Qty:



Ordering HUI Clothing

**Thank You
for participating!**



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"Neighbors helping neighbors."

The Heat UP Illinois program provides high-efficiency furnaces to households in need across the state.

Participating Lennox dealers donate the installation materials and labor to install the furnace. EVERYTHING is free for the household in need! Lennox Industries and the local HVAC dealers donate everything ... including their time to complete the installation!

WE NEED YOUR HELP: Nominate neighbors "in need" in your community!

Nominees are chosen based on a variety of criteria, including physical, mental, or social challenges; financial challenges; job loss; military service; community service; and more. If you know of someone who is having a difficult time, or someone you simply believe is deserving, nominate them and tell us why!

Learn more about the Heat UP Illinois program online at heatupillinois.com.

Nominate at heatupillinois.com by September 9



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This is the second year for Heat UP Illinois; the Heat UP program began in 2010 in Wisconsin and Michigan's Upper Peninsula. Since its inception, this program has provided more than \$2 million in support! Help us get the word out about this fantastic program. **Nominations are due August 25.**

Learn more and nominate at heatupillinois.com



Heat UP Illinois logo



Note: Electronic versions of the press releases, HUI logo, and HUI flyers will be provided to you via email from your TM or a Heat UP representative listed on Page 11 of this Dealer Guide.