




Solarize Upper Valley Round Two – Local Outreach Timeline

September	Select Installer	Installer selection committee in the second half of September
	Plan Launch Event	See launch event guide (you'll need a big, public venue, snacks, a projector/screen, and plenty of outreach to make sure people show up)
	Set Dates for Other Events	See below – you'll want at least a couple other events on the calendar to announce at the launch event so attendees can help spread the word
	Website Ready to Go	Make sure you've linked to it to your town website, if appropriate
 GOAL: Get People to Attend the Launch Event		
October and November	Host Launch Event	See launch event guide (you want to get as many attendees as possible)
	Gather interested contacts	Collect emails from residents who express interest, and send updates and information out on a regular basis.
	Solar Open House(s)	<ul style="list-style-type: none"> • Hosted by a resident who already has solar • Ideal hosts: Average looking house? Easy to get to? Installation was done by your partner installer (may not be possible)? • Your partner installer can be there too, but it's up to you
	Tag onto Other Events	Table at local events, present before local groups, no need to organize your own event if you can piggyback on someone else's!
	Local Outreach	<ul style="list-style-type: none"> • Local newsletters, bulletins, boards, lists, etc. – get people to show up for Solarize events and/or sign up for a free site visit • Direct mail from the volunteer team (optional – this costs \$\$)
 GOAL: Get People to Sign Up for a Free Site Visit		
November and December	First Installation	<ul style="list-style-type: none"> • Get the media and other residents to come out to see the panels go up (if appropriate/possible)
	Local Outreach	<ul style="list-style-type: none"> • Lawn signs (Vital Communities has some standard signs available) • Local newsletters, bulletins, boards, lists, etc. • Encourage current participants to spread the word • Put up a progress sign on the town green – and keep it updated!
	Solar Happy Hour	<ul style="list-style-type: none"> • Invite residents who have proposals to come out and talk it over with one another and with the installer – fun to host this at a solar home
 GOAL: Get People Off the Fence and Signing Solar Contracts		
January	Support and encourage residents still on the fence	<ul style="list-style-type: none"> • Reach out to residents reminding them about the deadline and offering support/encouragement (mainly email)
	Celebrate!	<ul style="list-style-type: none"> • Announce when you reach tier goals, celebrate progress, and get ready to announce the final tally after the January 31st deadline

How did people in Rounds One and Two find out about Solarize?

The following are results from a survey completed by everyone who has submitted an online request for a site visit during Rounds One and Two of Solarize Upper Valley (March 2014 through January 2015).

