

## **Outreach Techniques for Solarize Campaigns**

### **Events**

- Tabling at existing events around your community
- Tabling at transfer station on Saturday
- Tabling at places where lots of people will be (e.g. Grocery store, election day, sports games)
- Solar Q&A sessions with installers and/or other experts (e.g. financing, energy efficiency, etc.)
- Solar open houses at existing homes with solar or early Solarize installations
- Solar happy hours at local restaurant specifically for people who are “on the fence”
- Solar driving tour (multiple site visits lined up – everyone progresses together)
- Solar food drive (collaborate with local charity by hosting info session and inviting donations)
- Earth Day solar workshop
- “Green Ball” – social event w/Solarize info (e.g. contradance, potluck)

### **Media**

- Information in school and community newsletters
- Info on official town website
- Solarize community Facebook page/posts
- Transaction or other paid advertisements
- Calendar listings
- Press releases/prepared articles to local newspapers
- Interviews with local media
- Shadow a site visit at a volunteer’s house and write about it for local media
- Personal invitations to media sources to attend launch/events
- Letters to the Editor

### **Direct Outreach**

- Email and/or phone outreach to specific community members who have expressed an interest in the project
- Door-to-door canvassing
- Email outreach through community email discussion lists (“listservs”)
- “Boxholder” postcard mailing to everyone in town, or more targeted postcard mailings
- Presentations to, collaboration with, and information in newsletters/bulletins of local civic and religious groups (e.g. Rotary, Lions, Boy/Girl Scouts, churches, schools, rec departments, etc.)
- Email outreach to local employers (e.g. through the local Chamber of Commerce)
- Personal invitations (by phone or email) to events

### **Other Promotion**

- Posters in public places and at local businesses
- Large banners hung in community (e.g. across Main Street)
- Electronic road signs
- Sun-shaped cookies with Solarize launch info
- Progress meters (large signs around town updated as more people sign up)
- Yard signs (sometimes designed through school contest) at homes who have signed a contract
- Bumper stickers/car magnets
- Large signs in strategic places in communities (intersections, etc.)
- Displays in libraries including handouts, books about solar energy, photos of installations, etc.
- Bookmarks to hand out at tabling opportunities
- Refrigerator magnets to hand out at launch and other events
- Videotape the launch event (or a site visit, or an interview with the installer, etc.) and post on youtube, with a link to the video on social media and on your website.