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**Solarize [Name of Community]**

**Dates of Campaign: X/XX/2015 – X/XX/2016**

**How to use this form: The Community Outreach Planning Form is intended to be a living document that is used at the beginning of the campaign to plan and identify potential outreach opportunities and to be updated throughout the campaign at the team’s bi-weekly meetings. The form will serve as a planning tool, but also help to track the campaigns progress.**

**Solarize Events (Focus on Residential)** (Look at community calendars; workshops at libraries, lunch & learns, upcoming community events, etc. and list campaign events)

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| --- | --- | --- | --- | --- | --- |
| **Completed?**  **(X)** | **Event and Venue (List events)** | **Date/Time** | **Result (# of attendees)** | **Notes** | **Assign roles** |
| ***X*** | *Launch Event; community library* | *8/16/15; 7:00pm* | *75* | 50 requests for quotes | *Nancy – reserve venue; Richard – send out press release; Bill – send email invitation; Betty- print event posters and hand out*; *Doug – get refreshments* |
|  | *Apple festival; Smith Orchard* | *9/15/15; 2:00pm* |  |  | *Betty – bring handouts and sign up sheets; Doug – organize volunteers; Nancy – bring chairs and table* |
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**Solarize Events – (Focus on Commercial)** (Lunch & Learns at employers, Green Building Associations or business energy events, Technology councils or Chamber of Businesses)

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| **Completed?**  **(X)** | **Event and Venue (List events)** | **Date/Time** | **Result (# of attendees)** | **Notes** | **Assign roles** |
| ***X*** | *Lunch & Learn; FedEx office* | *8/31/15; 2:00pm* | *15* |  | *Nancy – print brochures; Bill – confirm with installer* |
|  | *Chamber of Commerce* | *10/15/15* |  |  |  |
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**Partner Organization Outreach –** Who are partner organizations that will spread your message? (Environmental clubs and organizations, faith communities, Boys/Girls Scouts, Rotary Clubs, schools, etc)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Date** | **Item** | **Who/Contact Info** | **Social Media Addresses** |
| *Sierra Club* | *Throughout campaign* | *Email database and social media* | *Ben Smith; bsmith@google.com* | *www.facebook.com/sierraclubny* |
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**E-Newsletters –** Does your municipality have a newsletter or a partner organization, home owners associations, etc.?

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| **Name** | **Date** | **Item** | **Who** | **Completed?** |
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**Local Media** (Consider print, radio, online publications and social media; who are local reporters (business section, neighborhood/community interest, and, home and garden, and environmental writers)

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| **Outlet** | **Date** | **Story** | **Who** | **Completed?** |
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**Websites** (whose websites will host information about your campaign or events?)

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| **Name** | **Date** | **Item** | **Who** | **Completed?** |
| *Solar Installer ABC* |  | *Webpage* | *Stan Johnson* | *X* |
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**Social Media Tracking** (when and where were social media posted?)

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| --- | --- | --- | --- |
| **Site** | **Dates** | **Who/What Posted** | **Completed?** |
| *Campaign Facebook page* | *8/12/15* | *Betty/launch event* | *X* |
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**Flyers/Banners / Mailings** (where were flyers posted or mailings sent?)

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| **What** | **Where Placed** | **When** | **Who is Responsible?** |
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**Launch Planning Worksheet**

**LAUNCH EVENT OUTCOMES:**

1. Attendees identify lots of neighbors and friends who are also curious about solar.
2. Attendees get a good baseline of knowledge about solar and what to expect when going solar.
3. Attendees sign up to get a call (and hopefully a site visit!) from your installer.
4. Attendees tell others to attend a Solarize workshop, visit the Solarize website, and/or sign up to get a call from your partner installer.

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| --- | --- | --- |
| **√** | **Task** | **Who is responsible?** |
|  | Date and time of launch? Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Time: \_\_\_\_\_\_\_\_\_\_\_\_  (What day of the week and time works best for your community residents?) |  |
|  | Venue/location :\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
|  | What style of Launch will you hold?: *Workshop* OR *Meet & Greet* |  |
|  | Is there a cost to renting the venue?: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
|  | Will you need projector, screen, microphone, internet access? Does venue supply these? Cost? Are there enough chairs? |  |
|  | Food and/or drinks? Cost? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |
|  | Will you set up registration? (online, phone, etc). EventBrite is a good, free alternative. |  |
|  | Invite key speakers:   * Meeting facilitator/emcee for event * Community leader(s) - Someone respected who would be willing to speak briefly about how great Solarize is. * Solar installers (should wear shirts with logos) * Solar ambassadors/solar owners |  |
|  | Produce event flyers and post in visible areas |  |
|  | Create email invitation to event with links to registration, if using |  |
|  | Send email invitation to partners and email address lists |  |
|  | Create short summary about event to be placed in online calendars and partner newsletters |  |
|  | List event on your website |  |
|  | Set up Facebook event page and invite people to attend |  |
|  | Start regular social media posts |  |
|  | **One Week Before** |  |
|  | Start more frequent social media posts |  |
|  | Write and send press release to media contacts |  |
|  | Confirm venue and food |  |
|  | Resend email invite |  |
|  | Email registrants and confirm attendance (two days before) |  |
|  | Assign volunteer duties   * Registration desk * Refreshments * Audiovisual * Photographer * Clean Up |  |
|  | Create Agenda: (see agenda below) |  |
|  | Prepare presentation, if installer is not providing |  |
|  | Confirm attendance of community leaders who will attend |  |
|  | Do you need laptops/tablets so that attendees can register online for a quote at the event? (does venue have internet access?) |  |
|  | **Day of Event** |  |
|  | *What to Bring:* |  |
|  | * Registration List for those who pre-registered and Sign-In list for others |  |
|  | * Name Tags (especially for speakers, team members and installers) |  |
|  | * Pencils/pens |  |
|  | * Campaign flyers or informational handouts, FAQs, etc |  |
|  | * Campaign Banner (take pictures of team and community leader w/ banner) |  |
|  | * Agenda (see sample below) |  |
|  | * Camera |  |
|  | * Directional signs for outside and inside of building, if necessary |  |
|  | * Laptop, speakers, microphone, screen, if needed for presentation |  |
|  | * Misc.: Tape, scissors, string to hang banner, extension cords for AV equipment |  |
|  | * Tablecloths for food tables, cups, napkins, refreshments, if needed |  |
|  | Set up campaign table with campaign flyers, FAQ sheets, financing and energy efficiency information |  |
|  | Set up registration table at entrance of venue (have everyone who did not pre-register sign in |  |
|  | **Following the Event** |  |
|  | Send thank you to speakers, volunteers and attendees. |  |
|  | Send an email to attendees ad encourage them to sign up for a solar quote |  |

**Launch Event AGENDA**

**Opening (10 min)**

* Welcome from event facilitator/emcee – briefly describe Solarize campaign and partners
* Welcome from an enthusiastic municipal leader (if you have one coming)
* Recognize team members and people who already have solar

**Solar Installer Presentation (if using just one installer) or “Solar 101 presentation” by team member (20-25 min)**

* Solarize volunteer introduces your installer, highlighting why you’re excited to work with them
* Installer introduces themselves and their company (if one Solarize installer). If using multiple installers, just introduce each of them.
* Provide some brief background on solar market in US, in NY, and in your region
* Review the basic solar equipment
* Assume folks in the room may not have any idea what to expect
* Be careful not to get TOO detailed or you’ll lose them all together
* Talk about your tiered pricing, and comment on payback and financing options
* Explain how to get a solar quote. Be sure to give people a good sense of the timeline for getting quote, installation, etc. Encourage them to sign up for a quote before they leave the event.

**Q&A (15-20 min)**

**Stick Around and Mingle –** Encourage people to talk with the solar owners, installers and team members and to sign up for a solar quote on one of the computers, if you have them there.

