**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”)
* 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
* 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.