Solar Campaign Timeline and Monthly Checklist

PRE-CAMPAIGN	*Pre-Work*	☐ Gather a volunteer team (4- 8 people & others you can call on) ☐ Explore partnerships with neighboring towns ☐ Contact local electric utilities ☐ Make a list of solar installers within reach of your community
	Month 1	☐ Set up a team folder in Google Drive ☐ Meet to review time commitments and assign volunteer roles ☐ Set solar campaign goals ☐ Reach out to local solar installers – are they interested? ☐ Complete the RFP (Request for Proposals) template
	Month 2	☐ Send RFP to installers ☐ Begin planning outreach efforts ☐ Connect with community partners ☐ Compile resources to use throughout the campaign
	Month 3	☐ Receive proposals, conduct interviews, and select your partner installer ☐ Plan the basics of your Kick-Off Event ☐ Create campaign website and Facebook page ☐ Encourage volunteers to learn the basics of Google Drive
	Month 4	☐ Meet with your partner installer ☐ Begin gathering a contact list of interested residents ☐ Start using your online site visit sign-up form ☐ Promote your kick-off event, including press release ☐ Plan events/outreach for the first month of the campaign
OUTREACH CAMPAIGN	*Month 5*	☐ Host Kick-Off Event ☐ Focus on getting new site visit requests ☐ Host follow-up events and plan future outreach
	Month 6	☐ Focus on getting new site visit requests ☐ Create a progress meter to display prominently in the community
	Month 7	☐ Focus on getting new site visit requests ☐ Reach out directly to participants who have signed up for information but have not yet scheduled a site visit ☐ Help homeowners with solar proposals get off the fence
	Month 8	☐ Announce last call for site visits (early in month – typically need all requests in by mid-month) ☐ Focus on celebrating progress and highlighting the campaign deadline ☐ Help homeowners with solar proposals get off the fence ☐ Program Deadline (typically last day of the month)
POST-CAMPAIGN	*Month 9*	☐ Tally and share campaign results ☐ Survey participants (optional) ☐ Celebrate and reflect with volunteers and installer ☐ Announce your next steps as a team and promise to keep your contact list in the loop
	Months 10-12	☐ Monthly check-in with installer until all installs are completed

Tips on Timing:

- Are there state incentives and/or federal tax credits for solar, and how long will they be available? Schedule your campaign to finish at least several months before any expected changes in incentives
- Quiet season for most solar installers is winter and spring
- It's generally too cold/snowy in Northern New England to install between January and March
- Campaigns tend to lose momentum between Thanksgiving and New Year
- It can be hard to get people to show up at events in the summer, but easy to find places to table where people are out and about

Ongoing Campaign Tasks

☐ Team meeting or call every two weeks (with the installer)

☐ Track site visit sign ups and ongoing progress of participants

☐ At least one hosted event per month

☐ Campaign table at community events/places

☐ Regular email updates to the campaign contact list (at least every two weeks)

☐ Submit regular updates to local newsletters / newspapers

☐ Update progress meter

☐ Special announcements when you reach a new tier

The Actual Installations

Installs could begin as early as Month 6 or as late as Month 10. Talk to your installer about their planned installation schedule.