

Solar Campaign Kick-Off Event Guide

The kick-off will be your largest event. Anyone and everyone who has expressed interest in the campaign should be there. *Make sure to mention there will be refreshments!*

OUTCOMES:

1. Attendees identify neighbors and friends who are also curious about solar
2. Attendees learn the facts and leave with accurate expectations
3. Attendees sign up for a free site visit
4. Attendees go home and encourage their friends and neighbors to get involved

WHEN

- Advertise as 1.5 hours in length
- Day/Time (choose from the following)
 - Tuesday, Wednesday, or Thursday evening (no earlier than 6 pm)
 - Saturday morning, afternoon, or evening (avoid Saturdays for summer events)
 - Sunday afternoon

WHERE

- A public place people will be familiar with
- No rental fee
- Plenty of parking
- Projector and screen available on site
- Chairs and tables available on site

WHO needs to be there (besides general public attendees)?

- **An “MC”** – One volunteer who is willing to welcome everyone and introduce speakers
- **Other Volunteers** – Plan to wear nametags so attendees can easily identify you
- **Partner Installer** – wearing company logos and nametags

WHAT needs to be there?

- **Tables** (does your venue have tables you can use?)
 1. **Sign-In Table**
 2. **Solar Campaign Handouts Table** – extra handouts, including information about financing, energy efficiency, etc.
 3. **Your Installer’s Table** – they will bring their own material, but plan to provide the table
 4. **Refreshments Table**

- **Food**
 - We suggest the volunteers divide and conquer to provide drinks and snacks, and/or ask the installer to purchase some of the food
- **Nametags**
 - To identify your volunteer team
- **Projector and Screen**
 - Does your venue have these already? Determine how to get them to your space.
- **Computer with Appropriate Cords and Presentation Slides**
 - Computer
 - Presentation slides ready on desktop
 - Power cord
 - Extension cord and power strip
 - Adapter (if necessary for connecting with a projector)
- **Enough Space/Chairs** – Plan for more attendees than you might anticipate; you want everyone who attends to be comfortable (see chart for attendance at past kick-offs)

	Demographics		Kick-Off Event
	Population	# of Households	# of Attendees
Orford, NH	1,273	535	40
Lyme, NH	1,716	705	65
Chelsea and Tunbridge, VT	2,522	1,097	50
Thetford and Strafford, VT	3,686	1,550	110
Pomfret and Woodstock, VT	3,952	1,785	50
Cornish and Plainfield, NH	4,004	1,610	115
Randolph, Braintree, and Brookfield, VT	7,316	2,886	150
Andover, New London, and Wilmot, NH	8,126	3,120	160
Brownsville, Cavendish, Reading, Weathersfield, and Windsor, VT	9,510	4,132	65
Hanover, NH	11,260	3,119	200
Lebanon, NH	17,733	4,949	250

HANDOUTS

- Kick-Off Event Handout – Hand to everyone on their way in OR place on every chair (*template available online under Month 3 resources*)
- Site Visit Sign-Up Sheet – Hand to everyone on their way in OR place on every chair (*template available online under Month 3 resources*)
- Resource Table – Anything else you’d like to provide (e.g. financing, energy efficiency)

Kick-Off Event Suggested Agenda

Welcome and Introductions Led by MC (15 min)

- Welcome and thanks (sponsors, venue, food)
- Housekeeping (bathrooms, exits, etc.)
- Ask volunteers to stand and wave
- Ask anyone who already has solar to stand and wave (they are great resources, too!)
- Briefly explain how the volunteers got involved in this campaign and why you are so excited about it
- Describe handouts – what did they get on their way in and what is available at the resource table?
- Review the agenda
 - About 30 minutes to hear from the installers
 - Time for Q&A afterward, then encourage folks to stick around and mingle
- Explain how they can sign up for a site visit before they leave
- Ask them to tell their friends and neighbors
- Introduce the installer – briefly describe selection process and why you chose them

Solar Installer Presentation (20-30 min)

- Installer introduces themselves and their company
- Solar 101 (define basic terms)
- Walk through the process for a generic installation (assume attendees may have no idea what to expect)
- Touch on cost, tiered pricing, payback, and financing options
- Describe the overall timeline of this campaign with instructions for requesting a site visit

Q&A (15-20 min)

Encourage people to stick around and mingle