Solar Campaign Volunteer Team Roles

Team Organizer	• Schedule and facilitate team meetings and check-in calls, and send meeting reminders and notes to the team • Be familiar with the campaign timeline and available resources, make sure the team is on track and delegate tasks when needed
Installer Selection Team (3 people)	• Fill out the Installer Request for Proposals Template • Contact solar installers and invite them to submit proposals • Receive and review proposals from installers • Conduct interviews and select a partner installer *You will need a designated installer liaison (see* Solar Campaign Installer Selection Timeline and Monthly Checklist*). You can bring in specific volunteers just for this part of the program. What kind of experience do you want on your selection team (e.g. solar homeowner, lawyer, contractor)?*
Installer Liaison (one of the selection team members)	• List personal contact information in Request for Proposals (RFP) • Receive proposals from installers and distribute to selection committee members • Manage all communication with installers (send RFP to installers, answer installer questions, request more information from installers, invite installers for installers for interviews, communicate final decision to all bidding installers)
Community Partner Outreach	• Reach out to community partners (e.g. town clerk, rotary club, library) early on to gauge willingness to help during the campaign • Reach out to businesses who might sponsor your campaign • Manage relations with partners throughout the campaign (send updates for their newsletters, deliver handouts and other material)
Public Resources	• Research and pull together resources about solar energy, financing, energy efficiency, etc. • Create and update handouts as well as content for a team webpage/Facebook page
Website	• Create solar campaign webpage (or create a page via Facebook) • Manage website and content, including resources, upcoming events, campaign information, and instructions for requesting a site visit
People Tracker Manager	• Customize the online site visit sign-up form and test to ensure it is working properly • Become familiar with how to navigate, sort, and manage the People Tracker (shared spreadsheet of campaign contacts) • Oversee management of campaign contacts and ensure information is up to date
e-Outreach	• Regular email updates to the campaign contact list • Post content on Facebook page • Post content to community discussion lists / listservs • Any other outreach that happens while sitting at a computer
Posters and Signage	• Create designs for posters, banners, progress meters, etc. • Coordinate printing/procurement of signage • Coordinate posting of signage around town • Ensure signage is up to date with upcoming events and campaign progress

Events	• Schedule and coordinate kick-off event logistics • Schedule and coordinate events throughout the campaign, at least one per month (e.g. open houses, Q&A sessions)
Tabling	• Arrange for space to table at community events and in public locations • Keep a calendar of tabling commitments and coordinate which volunteers will be covering which shifts • Manage and provide necessary handouts, sign-up sheets, banners, etc.