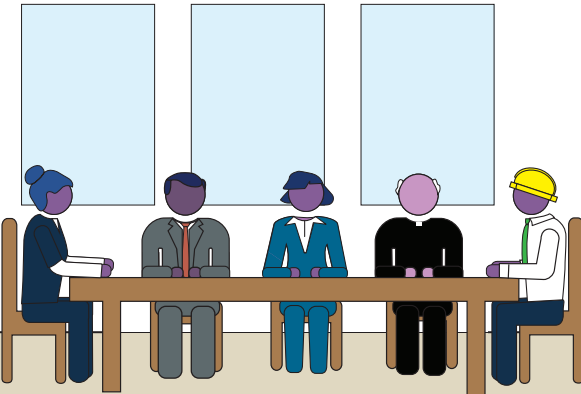
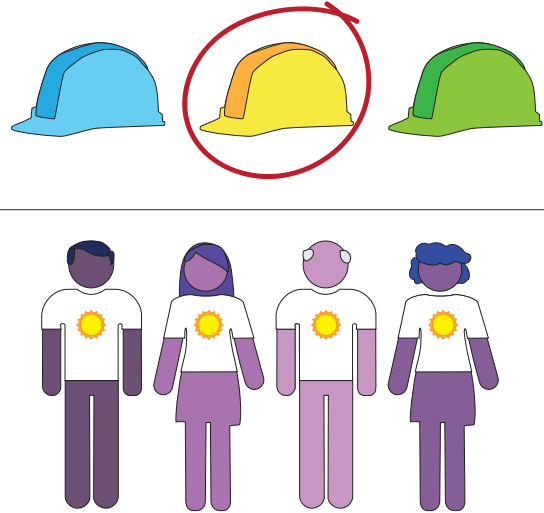
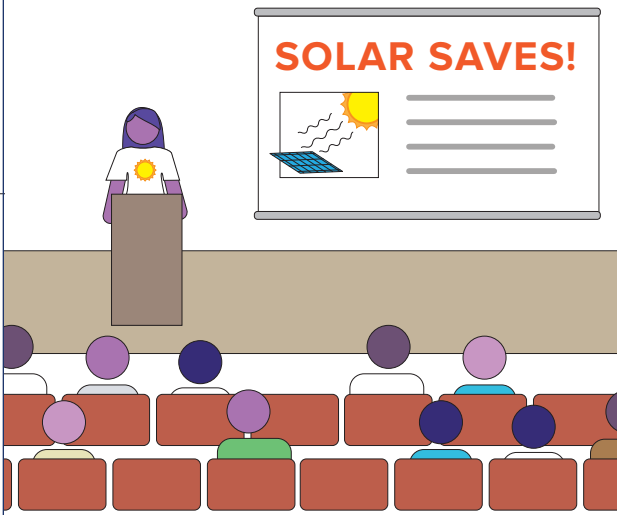
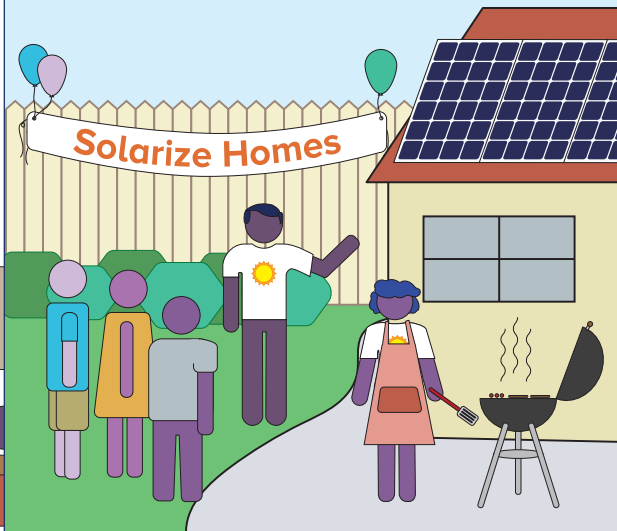



Step by Step: Making it Happen

20 WEEKS

1 BUILDING THE COALITION	2 PRE-LAUNCH (MONTHS 1–2)	3 CAMPAIGN LAUNCH (MO. 3–4)	4 OUTREACH (MONTHS 5–6)	5 POST-CAMPAIGN (MONTHS 7–8)
				
<p>You are ready to start a solar campaign in your community!</p> <ul style="list-style-type: none"> — The first step is getting agreement from key influencers and decision makers. — Host a meeting with stakeholders such as: <ul style="list-style-type: none"> • town leadership • church officials • state agencies • local community members • installers 	<ul style="list-style-type: none"> — Installer Selection <ul style="list-style-type: none"> • Develop criteria for selection of solar installers • Build out RFP • Host an informational workshop about the selection process • If possible, have proposals from installers reviewed by an independent technical assistance provider • Review and select solar installers — Solar Ambassador Recruitment — Outreach and Marketing Planning <ul style="list-style-type: none"> • Define team roles • Develop an outreach/media plan & timeline 	<ul style="list-style-type: none"> — Launch Event <ul style="list-style-type: none"> • Host educational workshop to provide overview of Solarize program • Coordinate information gathering for individuals to meet various stakeholders involved in Solarize campaign. — Maintain Momentum <ul style="list-style-type: none"> • Hold regular check-ins with stakeholders • Review metrics • Prepare marketing material • Ensure installers are completing projects 	<ul style="list-style-type: none"> — Outreach <ul style="list-style-type: none"> • Organize solar home tours and/or open houses • Host installation events • Host home visits • Canvas local community • Displays at community events — Community outreach activities to generate potential leads — Bi-weekly meetings to review progress <p>Review our evidenced-based best practices on page 15–18 of the Solarize Your Community guidebook</p>	<ul style="list-style-type: none"> — Final push from installers to convert leads — Collect testimonials from customers — Celebrate the end of the campaign <p>Critical resources and useful templates can be found here: http://cbey.yale.edu/solarize-your-community-additional-resources</p>