



Contents of this Tabling Kit

- **Volunteer Tabling Tips**
 - Resource sheet for all volunteers to read through before staffing a Solar United Neighbors info table
- **“Yes I’m interested in learning more about solar” Sign Up Sheet**
 - Folks who sign up on this sheet will automatically start receiving our monthly newsletter.
 - Please make sure everyone who signs up includes their full name, email address, & zip code!
 - After the event, please input the sign ups you receive directly into our online form: www.solarunitedneighbors.org/stay-informed
 - **Print 2-4 extra copies of this before you go out tabling**
- **Solar FAQs**
 - Resource sheet about solar & our co-ops for volunteers to review and for interested folks to take home
 - **Print 15-20 extra copies of this before you go out tabling**
- **Membership Flyer**
 - Flyer about our membership program – Solar United Neighbors helps members go solar, protect the full value of their solar investment, connect with other solar supporters at special events, and get special discounts at businesses who have gone solar.
 - **Print 15-20 extra copies of this before you go out tabling**
- **Current Solar Action Petition**
 - Printed text of Solar United Neighbors’ current solar rights petition/sign on letter to support policies that enable more people to benefit from solar, for folks to read & sign onto.
 - **Print 20-30 extra copies of this before you go out tabling**
- **How Solar Works Graphic, Photos of Different Solar Installations & Inverter**
 - Resource for volunteers to show off when talking to people about going solar
- **Solar United Neighbors Sign**
 - Sign to post on/at your table, to show what organization you are representing
 - **Consider printing a few of these to make your table look great!**
- **Ask Me About Solar Sign**
 - Sign to post on/at your table to encourage people to come talk to you
 - **Consider printing a few of these to make your table look great!**

What isn’t in this Tabling Kit?

- **Flyers advertising specific solar co-ops**
 - **Contact getinvolved@solarunitedneighbors.org to check whether we have an open solar co-op near the area you’ll be tabling** – If we do have an open co-op, our staff will send you a copy of the co-op flyer and co-op sign up form to print several copies of and include in your tabling kit.



Volunteer Tabling Tips

Dear Solar Champion,

Thank you for helping us spread the word about solar! We appreciate your efforts and wanted to provide you with some tips to make your tabling adventure as enjoyable and successful as possible.

Tabling at community events can be a very effective way to spread the word and encourage folks to consider going solar – especially if you get out there with a group of people. Here are some suggestions for running an effective table.

Your goal is to get as many people as possible signed up for the Solar United Neighbors list

(and signed up for a solar co-op if we have one open in the area).

Your ideal table

- The primary purpose of an informational table is to provide a home-base for a team of roving volunteers who are aiming to get lots sign-ups.
- Have an eye-catching table decorated with signs. If you can, try to put a sign at eye level right in front of the table.
- Get creative – use our signs and handouts, but also feel free to make your own eye catching posters and signs to decorate your table.
- Leave space for at least one person to stand in front of the table - if you only stand behind the table, potential supporters are less likely to come up and talk to you.

Choosing a location

- A table works best at fun events where there are lots of people walking around who aren't too busy to be approached. Some ideas for where to set up your table are: farmers markets, county fairs, local festivals, rallies, public events, outdoor movie nights, yard sales, and sporting events. You could also check with local businesses like grocery stores to see if they would be willing to let you table for a few hours in front of their store.
- Choose a spot that is easy to access, and with plenty of room so that it doesn't block walkways.
- You will probably need permission to hold your table if it is at an event. Permission is usually easy to obtain, but be sure to contact the event organizers in advance to arrange this. Make sure to say you are with a non-profit organization and won't be selling anything – this can help to make sure you aren't charged fees.
- Consider bringing protection from the weather and shade. It can be very uncomfortable for people standing out in the hot sun for hours on end.

What to bring and set up at your table

- Bring a card table for your materials (check with the event organizers as they might have one for you to use) as well as some fold up chairs, hats, sunscreen, water, and snacks.
- Fill your table with all of the Solar United Neighbors materials in this tabling kit. Remember, we are independent and non-partisan, so please don't put our materials out with any political materials.
- Clipboards are extremely helpful for volunteers who may be roving around the event collecting sign-ups and always bring a bunch of extra pens with you!



Do it with a group

- 2 -4 people is a great number of volunteers for a table. Make sure everyone gets time off to rest, head to the bathroom, get snacks, and of course enjoy the event!
- Smile! Be approachable, but also proactive at talking to folks who are walking by. Your demeanor is very important to attracting people. Cheerful, confident and outgoing volunteers get the most signups, every time.
- Have your group start together – set up the table, get oriented, and spend some time getting familiar with our materials and messaging. You may want to practice a conversation or two to get everyone warmed up.
- Take photos of yourselves at the table, talking to people, and getting sign-ups so you can share them on social media. Send your photos to us so that we can add them to our Facebook page!
- Remember to thank your fellow volunteers afterwards and do a debrief conversation with them all to discuss what worked well and what could be improved - then go celebrate!

What to say

Always make sure that you:

- speak slowly and clearly,
- make eye contact,
- and smile!

We find that starting with something like this works well...

"Hi, I'm a volunteer with Solar United Neighbors, a local non-profit organization that helps homeowners go solar and advocates for solar-friendly policies. Do you support solar? Have you ever thought about going solar?"

- **If there is a solar co-op that is open in the area**, give the person a co-op flyer and encourage them to sign up for the co-op online if they are interested in possibly going solar. They should also sign up on our list to receive information about upcoming information sessions and events.
- **If there isn't a co-op open in the area**, encourage them to sign our state-specific solar petition which will also sign them up to receive updates about solar happenings and new co-ops. You can also give the person a membership flyer and encourage them to consider becoming a member of Solar United Neighbors if they are interested in going solar on their own with our help and support.

Remember that many people support solar or may have heard of it and are curious to learn more, so many people will be interested in what you have to say. Solar is obviously a great renewable technology to combat climate change, but there are also lots of opportunities to get folks from both sides of the political spectrum interested by talking about how solar helps you save money on your electric bill and how going solar supports energy democracy, local jobs, and distributed localized energy production.

Volunteers tell us all the time about the enthusiastic support they receive when they head out and start talking to people!

IMPORTANT!

Don't take it personally when people don't want to stop. Many people will be busy or in a hurry. Some people may simply just disagree with you - that's okay too. If you do have a tough conversation with someone, take a short break afterwards to reward yourself for dealing with it well. When you jump back into it, your next positive conversation will give you the boost you need.

What should you bring?

Here's what to bring with you when heading off to table:

- flyers, signs, sign up sheets, and everything in this tabling kit
- clipboards and pens
- water and snacks
- tape to hang signs
- weather protection including sunscreen, umbrellas, or a canopy if you have them
- friends to share the adventure!

IMPORTANT!

When collecting sign-ups, the most important things to collect from every person you talk to people are: **full name, email address, and zip code.**

Each of these pieces of information are critically important to ensure that we can keep in touch with solar supporters and provide them with information that's relevant to their local area.

What to do with your sign-ups:

Thank you so much! Hopefully your efforts have paid off and you now have lots of sign-ups from people who are excited to support and learn more about solar!

So, what should you do with these signups?

1. **Please all of the information for each of your sign ups directly online at:** www.solarunitedneighbors.org/stay-informed This will automatically add folks to the Solar United Neighbors database as well as our newsletter list, state listserv, and volunteer list.
2. If you find that you can't make time to enter in all of the names you receive, email getinvolved@solarunitedneighbors.org we can help.
3. **Please also be sure to email us any photos** that you capture of you and your fellow volunteers tabling so we can highlight your efforts!

Finally, you need to congratulate yourself, and know that you are playing a huge and important role helping to bring about a sun-powered future!

On behalf of all of us at Solar United Neighbors, we thank you tremendously for your efforts!



Yes, I'm interested in learning more about solar!

(Please Print Clearly)



Name	Email	Zip Code	Add me to my state's listserv	Notify me about volunteer opportunities

Thanks for signing up! We'll add you to our monthly email newsletter to keep you up to date with solar happenings.

www.solarunitedneighbors.org

Yes, I'm interested in learning more about solar!

(Please Print Clearly)



Name	Email	Zip Code	Add me to my state's listserv	Notify me about volunteer opportunities

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www.solarunitedneighbors.org

Solar FAQs



How do solar panels work?

Photovoltaic cells in your solar panels convert light energy from the sun into direct current (DC) electricity. Inverters then convert this DC electricity generated by your panels into alternating current (AC) that is used for your home and appliances. Panels are connected to your roof via a racking system.

What's the life expectancy of this system?

The life expectancy of a solar panel is 25 years or more. Most solar systems come with warranties for panel production, parts, and labor.

What are the operations and maintenance needs for solar?

Solar systems have no moving parts, so they will not need much maintenance. You will not need to clean your panels, as they are cleaned by rainfall. In the event of snow, since the panels are dark, they will absorb heat, melting the snow from your roof quickly.

How am I credited for the electricity my system produces?

Net metering allows you to offset your energy consumption with your energy production. When your solar panel produces more electricity than you use, your electric meter runs backwards. When you use more electricity than your system generates, it runs forward. Your monthly electric bill reflects your total usage minus the electricity your solar panels produced.

How large will my solar system be?

This will depend on your electricity use, roof's size, and how much you would like to spend on a system. A typical system will produce between 30-60% of your electricity needs.

Solar Co-op FAQs

What is a solar co-op?

A solar co-op is a group of homeowners in a particular area who have joined together with the intention of installing solar panels on their homes. Co-op members leverage bulk-purchasing power to get discounted pricing and a quality installation while receiving support from Solar United Neighbors through the process.

Is there a cost to participate in the co-op?

There is no cost to participate in the bulk purchase program beyond the cost of purchasing your solar system should you decide to go solar. Solar United Neighbors charges the selected installer a \$600 development fee per completed installation. This fee allows us to manage the co-op process and grow solar across your state.

Why should I participate in a solar co-op?

1. **SAVE MONEY:** Our co-ops provide discounted pricing by leveraging bulk-purchasing power. By going solar together as an educated, pre-qualified group, our co-ops help installers save time and money. In turn, our installers are able to pass savings to co-op members and offer lower pricing.

Learn more and get involved at: solarunitedneighbors.org

Solar FAQs



2. **PEACE OF MIND:** We make it easy to find a great solar system for your home. Our solar co-op process evaluates multiple bids to get a low price, high quality equipment, and strong warranties. The co-op reviews proposals from solar companies as a group and selects an installer that best meets the group's needs. Solar co-op members (not Solar United Neighbors) select the installer for the co-op. Each co-op member receives a customized proposal for their home based off of the group bid.

3. **EXPERT HELP FROM A NEUTRAL SOURCE:** As a co-op member, you'll receive guidance from our staff of neutral solar experts. We know high-pressure sales pitches can be tiring and often leave people confused and frustrated. Solar United Neighbors' team helps you understand all the important elements of going solar. At any point along the process, you can contact our team of solar experts and get the information you need to make the right decision for your home. We are installer and financing neutral.

4. **CONNECT TO THE SOLAR MOVEMENT:** More than one million American homes have installed solar panels. Solar United Neighbors is at the forefront of helping these homeowners ensure their investment is protected in the long term. As a co-op member, you will be equipped with the knowledge and opportunities to engage in the growing solar movement.

How does the co-op process work?

Attend an information session and join the co-op

At the information session, we will explain how solar works and answer questions you may have. Joining the group is not a commitment to purchase panels. You can sign up at the co-op's web page.

Get a roof review

Once you sign up, Solar United Neighbors will perform a preliminary screening to assess if your roof is a good fit for solar.

Solicit bids and select an installer

Once the co-op group has recruited about 25 participants, we will issue a request for proposals (RFP) to area installers on behalf of the co-op. The co-op will then form a Selection Committee to review the bids and select an installer to complete installations on co-op members' homes.

Get a personalized proposal and sign your contract

The selected installer will contact all co-op members to schedule a home visit to meet with you and provide an individualized proposal. This proposal will detail the size and cost of a solar system for your home. You will then have 30 days to decide whether you would like to sign your contract to install solar.

Get solar installed

The Installation of panels typically only takes a few days. Your installer will work with you your utility to get your system permitted to operate. The permitting process can take several weeks.

Celebrate!

Once all co-op members have had their systems installed, we will host a party to celebrate!

Learn more and get involved at: solarunitedneighbors.org

YOU CAN HELP CREATE A CLEANER AND SMARTER ELECTRIC GRID

JOIN SOLAR UNITED NEIGHBORS



WE DESERVE AN ENERGY SYSTEM THAT MAKES IT EASY TO GENERATE OUR OWN ELECTRICITY.

Rooftop solar, batteries, electric cars, and other technologies give us the opportunity to create a more cost efficient, resilient and cleaner energy system. This can only happen if our electric grid and the rules that govern it are fundamentally changed to stop emphasizing big centralized utilities over distributed power generation like rooftop solar.

Our new energy system starts with you. Installing solar panels is a critical first step – but don't stop there. Solar United Neighbors is creating a community of solar supporters with a powerful voice to challenge the status quo and special interests. A new, cleaner and smarter electric grid is possible – but we can only get there together.

SolarUnitedNeighbors.org/MEMBERSHIP

YOU CAN
PRODUCE
YOUR OWN
SOLAR
ENERGY

SOLAR
UNITED
NEIGHBORS

Join Solar United Neighbors

We are a non-profit, vendor neutral member organization – first and foremost dedicated to consumer protection! Benefit from our expert, un-biased support installing solar, getting the full value from your solar panels and creating the energy system of the future



MEMBER BENEFITS:

JOIN A COMMUNITY OF SOLAR SUPPORTERS WE'RE STRONGER TOGETHER!

- Meet other solar supporters and have fun learning and working together
- Stay up-to date on emerging technologies and incentives
- Get support promoting clean energy in your community
- Receive alerts when your voice can influence energy policy.

OUR EXPERTS MAKE IT EASY TO GO SOLAR

- CHOOSE YOUR PATH TO GO SOLAR: in our group co-op program, or use our help desk for one-on-one support
- Get advice from our help desk experts every step of the process
- Learn the basics of solar equipment
- Understand incentives and financing options
- Evaluate bids and choose an installer
- Resolve interconnection issues

WE FIGHT FOR FAIR RULES THAT PROTECT THE LONG-TERM VALUE OF YOUR SOLAR INVESTMENT

- We protect policies like net metering to ensure you are fairly compensated for energy you produce
- We stand up to big monopoly utilities who want to control where and how you get your electricity
- We provide up-to-date information about changes in policy that impact the value of your solar production
- You will be the first to know about discounts, coupons or government programs that help you control the energy you produce and use.



“
THE BENEFITS
OF SHARING
INFORMATION
WITH EXPERTS
OR CO-OP
MEMBERS
WHO ARE
NOT TRYING TO
SELL YOU
THE PRODUCT
ITSELF ARE
ENORMOUS

”

KAREN SMAGALA
VIRGINIA SOLAR HOMEOWNER



“I GOT TO WORK
WITH FRIENDLY
HELPFUL PEOPLE WHO
EXPLAINED THE
TECHNICAL ASPECTS
AND GUIDED ME
THROUGH THE PROCESS,
BUT WEREN'T TRYING
TO SELL ME
ANYTHING.”

FRAN TOLER
MARYLAND SOLAR HOMEOWNER

LEARN MORE: SolarUnitedNeighbors.org/membership



WEST VIRGINIANS FOR ENERGY FREEDOM

PETITION TO THE PUBLIC SERVICE COMMISSION

I urge the Public Service Commission to reject FirstEnergy Corp.'s scheme to unload the obsolete Pleasants power plant onto West Virginia electric customers.

FirstEnergy (Mon Power's parent company) sells energy from the Pleasants plant into a regional power market, where it has to compete with other power plants. Because the plant is not as profitable as FirstEnergy would like, the company has come up with a scheme to boost shareholder profits: FirstEnergy wants to offload the plant onto Mon Power and Potomac Edison, whose customers would be forced to pay all the costs of this plant, plus a guaranteed profit to FirstEnergy. Customers would bear these costs because of the rules governing West Virginia's electric utilities. If FirstEnergy's scheme is successful, customers would be saddled with those costs for decades.

We've been here before. In 2013, Mon Power purchased the Harrison power plant from another FirstEnergy subsidiary. According to a recently released report, this deal has already cost Mon Power and Potomac Edison ratepayers more than \$160 million, or, about \$130 per residential customer. Customers are expected to keep losing money well into the future.

West Virginians are counting on you to do the right thing. Please don't put Mon Power and Potomac Edison customers on the hook for bailing out FirstEnergy's shareholders.

Signature _____

Please print responses below.

NAME _____

EMAIL _____

STREET _____

CITY, STATE _____

ZIP CODE _____

How Solar Works

1

Solar panels convert sunlight into direct current (DC) electricity

2

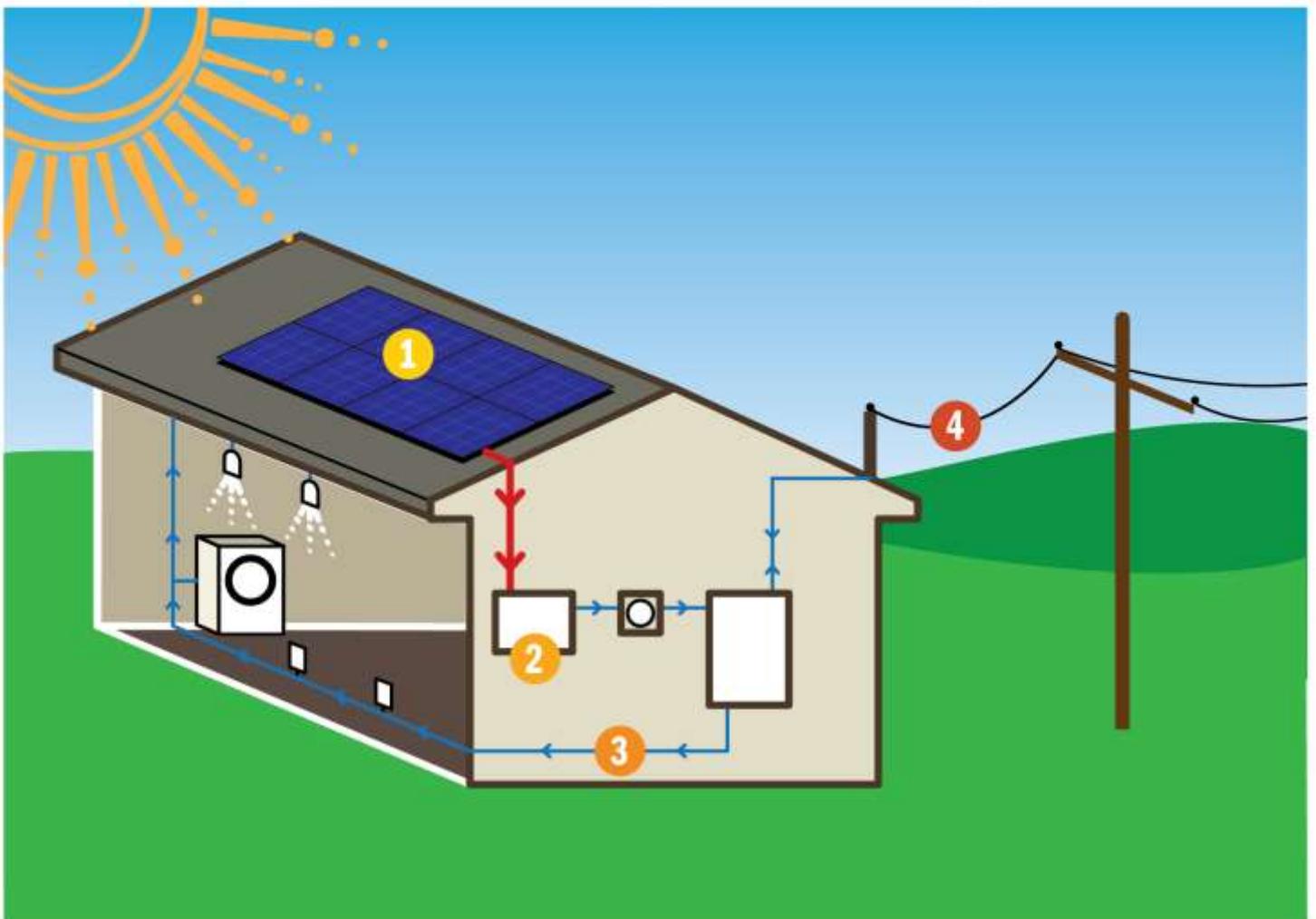
Inverter converts electricity from direct current (DC) to alternating current (AC)

3

Your home consumes the electricity produced by your solar array

4

Solar array connects to the local grid, allowing you to receive electricity even when the solar panels aren't producing any

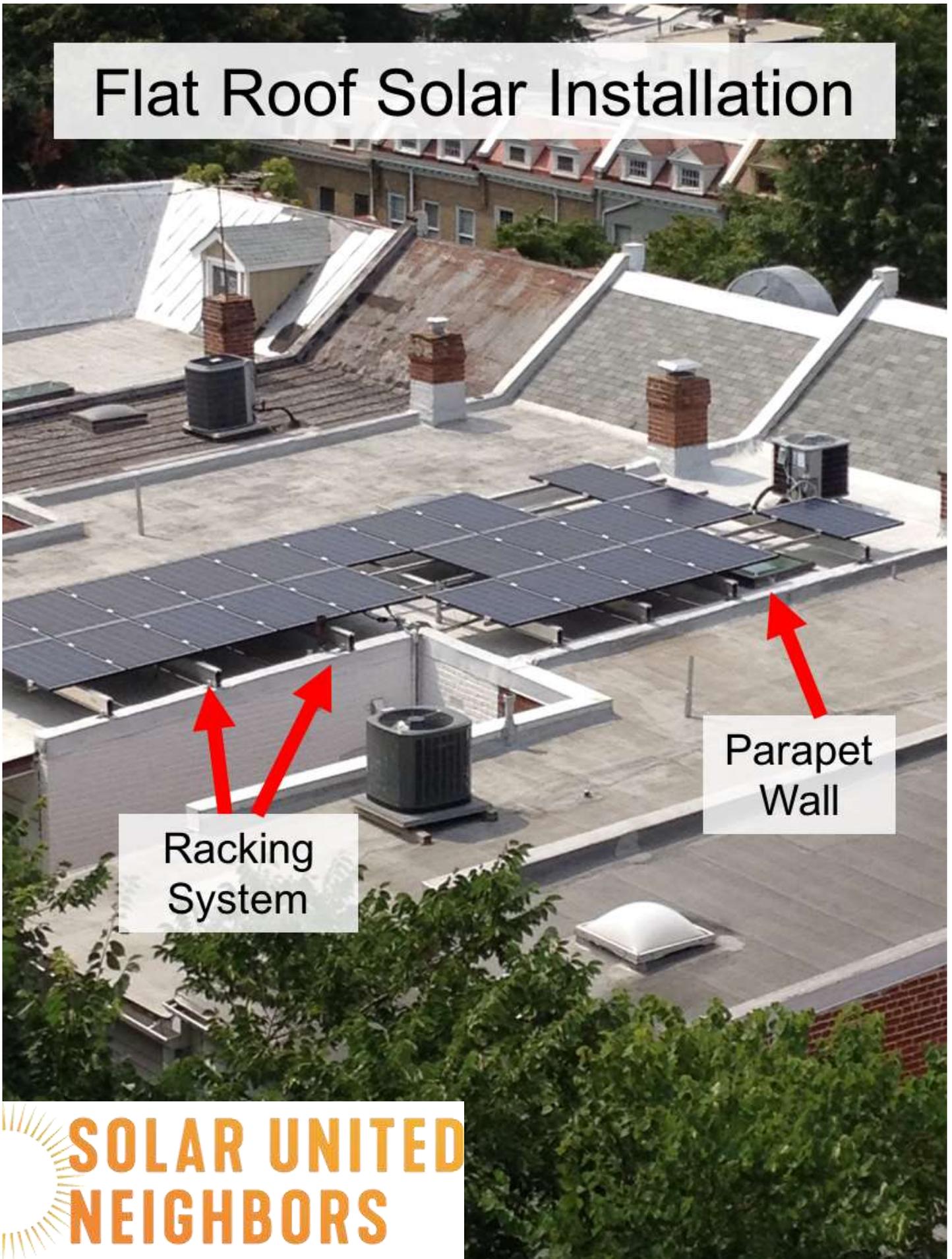




Ground Mounted Solar System

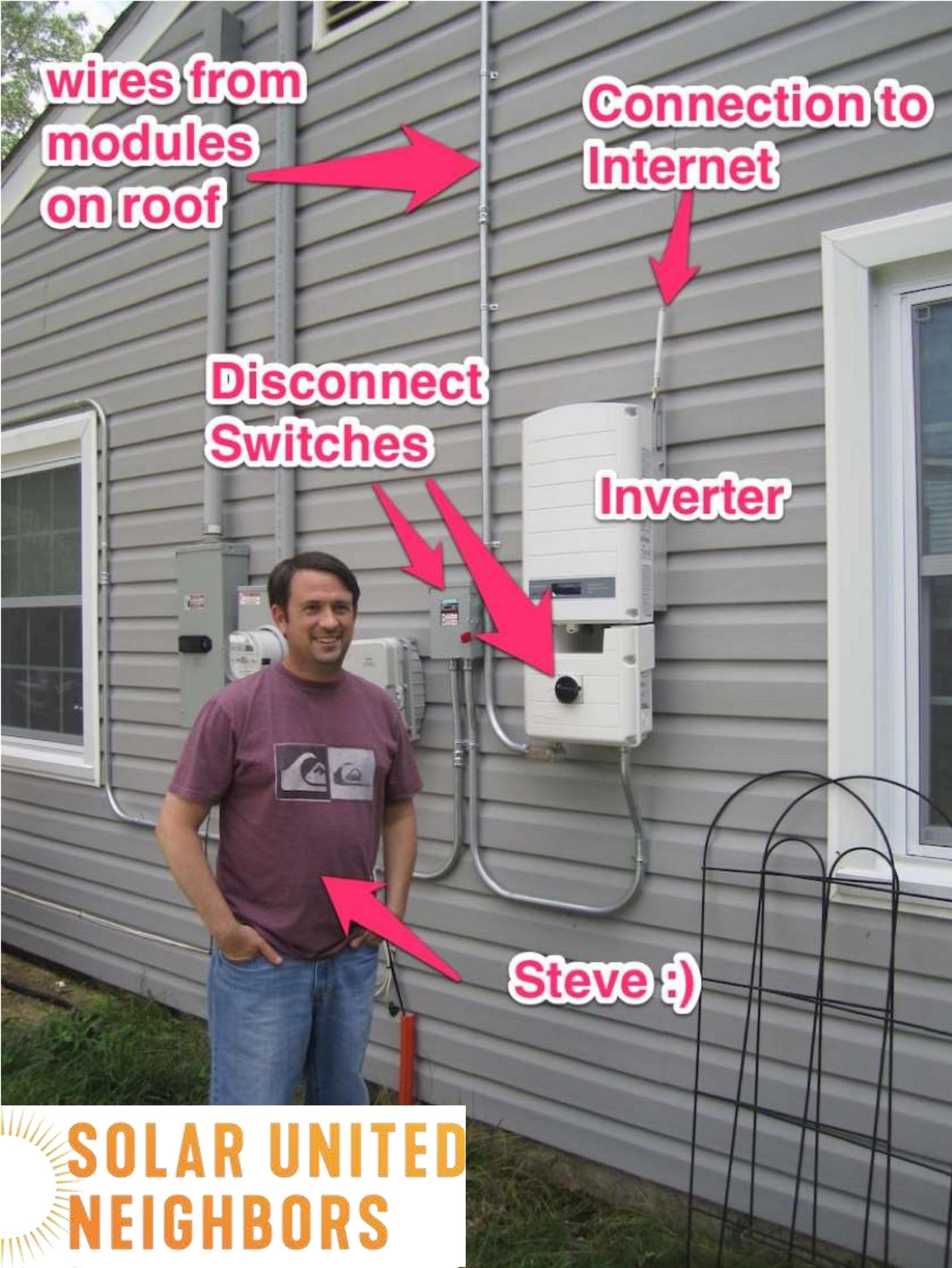
 **SOLAR UNITED
NEIGHBORS**

Flat Roof Solar Installation



Racking System

Parapet Wall



wires from
modules
on roof

Connection to
Internet

Disconnect
Switches

Inverter

Steve :)

 SOLAR UNITED
NEIGHBORS



**is a 501(c)(3)
non-profit organization**

**We work to expand access
to solar through education,
solar co-ops, membership
and policy advocacy**

ASK ME

ABOUT

SOLAR!



SOLAR UNITED NEIGHBORS