

51st State Solar Co-op Volunteer Presentation Toolkit

Thank you for helping us spread the word about the 51st State Solar Co-op, open to all District homeowners regardless of their neighborhood or income level. Please use the below toolkit to let your community know about the Solar Co-op at a community meeting, on social media, or via your favorite listserv! If you have any questions about how to use this toolkit or how you can help us spread the word, please contact us at DCTeam@SolarUnitedNeighbors.org.

Community Presentation

Community meetings are a great way to spread the word about this phenomenal opportunity for low- and moderate-income households to go solar with help from Solar United Neighbors and the Department of Energy and Environment (DOEE). Below are talking points that can be used for a presentation at your local community meeting. You can also use the flier included in this toolkit to provide printed materials for those interested in learning more.

We encourage solar supporters to present at:

- **Advisory Neighborhood Commission Meetings** (use [ANC Finder](#) to identify your ANC and when they meet)
- **Civic Associations** ([Click here](#) for a list of Civic Associations to find one near you)

Talking points

Please feel free to tailor these talking points as you see fit. Presentations are most effective when your story as a solar homeowner or supporter is front and center.

- I am here tonight to talk about Solar United Neighbors of D.C. and their latest solar co-op, the 51st State Solar Co-op which is funded in part by Solar for All, a program of the Department of Energy and the Environment.
- Solar United Neighbors of D.C. (formerly DC SUN) was founded in Mt. Pleasant and has helped nearly 500 homeowners in the District go solar over the past decade as part of its solar co-ops.
- A solar co-op is a group of homeowners that comes together to go solar and leverage the power of bulk purchasing to get a discount.
- Solar United Neighbors helped me go solar in [year]. [Tell your story on what solar means to you and how Solar United Neighbors helped you].
- Solar for All is a program of the District of Columbia's Department of Energy and Environment (DOEE) that seeks to provide the benefits of solar electricity to 100,000 low-income households and reduce their energy bills by 50% by 2032.
- Solar United Neighbors of D.C. was awarded a 2 million grant under Solar for All. During the next 18-21 months, they will be working on establishing these solar co-ops throughout the District. The co-ops will be open to all District homeowners, but qualified low-income homeowners will have their systems installed at no cost to them. The family would own the system from day one. A family is considered low-income if the combined household income does not exceed 80% of Area Median

Income (AMI). For a family of 4 that would mean household income cannot exceed \$75,050 a year.

- I believe that Solar for All is an exciting program and I'm glad that Solar United Neighbors is one of the grantees. All District homeowners should be able to benefit from going solar. The 51st State Solar Co-op is currently open for registration, and further rounds of solar co-ops will open in the next several months.
- For more information and to sign up visit their website www.solarunitedneighbors.org/solarforall-dc or call at: 202-888-3601.

Social Media

Sample Facebook post:

Solar United Neighbors of D.C. helped me go solar. If you're interested in going solar too, they just launched the new 51st State Solar Co-op, open to all District homeowners interested in going solar with a group. And, thanks to the D.C. Department of Energy & Environment's #solar4allDC program, qualified low- and moderate-income homeowners can receive financial support! If you're interested in learning more, sign up here:

<http://www.solarunitedneighbors.org/51stState>

Sample Tweet:

All District homeowners are eligible to go solar with @dc_sun's 51st State Solar Co-op, and some homeowners are eligible for financial support from #solar4allDC! Find out more:

<http://www.solarunitedneighbors.org/51stState>

Sample Listserv Email

Hi everyone,

I wanted to let my neighbors know about a great opportunity to go solar currently open to all District homeowners—regardless of neighborhood or income level. Solar United Neighbors of D.C., a locally-based nonprofit organization that has helped nearly 500 District homeowners go solar over the past decade, recently launched their new **51st State Solar Co-op**. Solar co-ops allow a group of homeowners to join together to go solar, while benefiting from the technical support of Solar United Neighbors experts and leveraging the power of bulk purchasing to get a discount.

The 51st State Solar Co-op is funded in part by Solar for All, a program of the Department of Energy & Environment (DOEE) that seeks to provide the benefits of solar electricity to 100,000 low-income households and reduce their energy bills by 50% by 2032. While the co-op is open to all District homeowners, this means that qualified low- and moderate-income homeowners will have their systems installed at no cost to them while still owning their system from day one. A family is considered low-income if the combined household income does not exceed 80% of area median income (AMI). For a family of four, that means household income can't exceed \$75,050 a year.

If you're interested in learning more, you can sign up at <http://www.solarunitedneighbors.org/51stState> or contact their team at DCTeam@SolarUnitedNeighbors.org.

Want to Go Solar?



INCOME-QUALIFIED
HOMEOWNERS MAY BE
ELIGIBLE TO OWN THEIR
SYSTEM AT NO COST.



GET UNBIASED, EXPERT
HELP THROUGHOUT THE
PROCESS



WE'RE A NON-PROFIT
THAT HELPS
THOUSANDS OF
PEOPLE GO SOLAR
EACH YEAR

JOIN THE SOLAR UNITED NEIGHBORS 51st State Solar Co-op

Solar United Neighbors is a vendor neutral non-profit organization. Our experts help you through each step of the process to ensure you get the right equipment for your home, quality installation, and a strong warranty. Our co-ops leverage the power of bulk purchasing to help you save money.

With support from the Department of Energy and Environment (DOEE), the co-op will also focus on expanding solar access to low-income homeowners as a grantee of the District's Solar for All initiative. Certain income-qualified homeowners may qualify for the installation of a solar system at no cost.



This 51st State Solar Co-op is brought to
you by Solar United Neighbors of D.C.

Funded in part by the District's
Department of Energy & Environment



SolarUnitedNeighbors.org/solarforall-dc

QUESTIONS? email: dcteam@solarunitedneighbors.org or call: 202 - 888 - 3601

- **Solar for All is the District of Columbia's new solar energy initiative. The District's goal is to reduce the energy bill of at least 100,000 low-income households by 50% by 2032.**
- **Families with income up to 80% of Area Median Income (AMI) will qualify for the program.**
 - **Household of 4 \$75,050**
 - **Household of 3 \$67,550**
 - **Household of 2 \$60,050**
 - **Household of 1 \$52,550**
- **This specific Solar for All project is open only to single-family homes or rowhouses/townhouses. For other Solar for All opportunities please see: <https://doee.dc.gov/solarforall>**
- **What are solar co-ops? A solar co-op is formed when a group of homeowners goes solar, together. The group selects a single contractor to install systems on all the homes. Each participant owns their system and signs their own contract with the installer.**
- **Income-qualified homeowners will own their systems from day 1.**
- **The 51st State solar co-op is currently open for registration. Visit our website: www.solarunitedneighbors.org/solarforall-dc or call us at 202-838-3601 for more information.**



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