

HOW TO:

# TABLE AT AN EVENT



## WHY IS TABLING IMPORTANT?

Tabling at events in the community helps to directly build the solar movement. 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.



## WHAT IS YOUR GOAL WHILE TABLING?

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). Always make sure that you speak slowly and clearly, make eye contact, and smile!

## WHAT TO EXPECT WHILE TABLING:

### 1. STARTING THE CONVERSATION

Get people to stop but don't be overly aggressive. 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?"*

**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.

## 2. HAVING A CONVERSATION

When someone stops, tell them:

You are a volunteer.

We are a non-profit organization.

We help people go solar.

We help people learn about 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 up for our newsletter, listserv or volunteer opportunities. If there is an advocacy action, share that with them. 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!

## 3. FINISHING THE CONVERSATION

Before they leave, try to make sure you get their contact information or give them a flyer from us.

**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.

**Thank you again for your interest in tabling at an event know that you are playing a huge and important role helping to bring about a sun-powered future!**



## 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](http://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**
- **How Solar Works Graphic, Photos of 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](mailto: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.

# Sign In

(Please Print Clearly)



Name	Email	Zip Code	Phone	Text me updates	Join state Listserv	I would like to Volunteer
<i>Bob Mitchell</i>	<i>abcmitchell@gmail.com</i>	<i>12345</i>	<i>(123) 456-7890</i>	X	X	X

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](http://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

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](http://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](http://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](http://solarunitedneighbors.org)**

# How Solar Works

1

Solar panels convert sunlight into direct current (DC) electricity

2

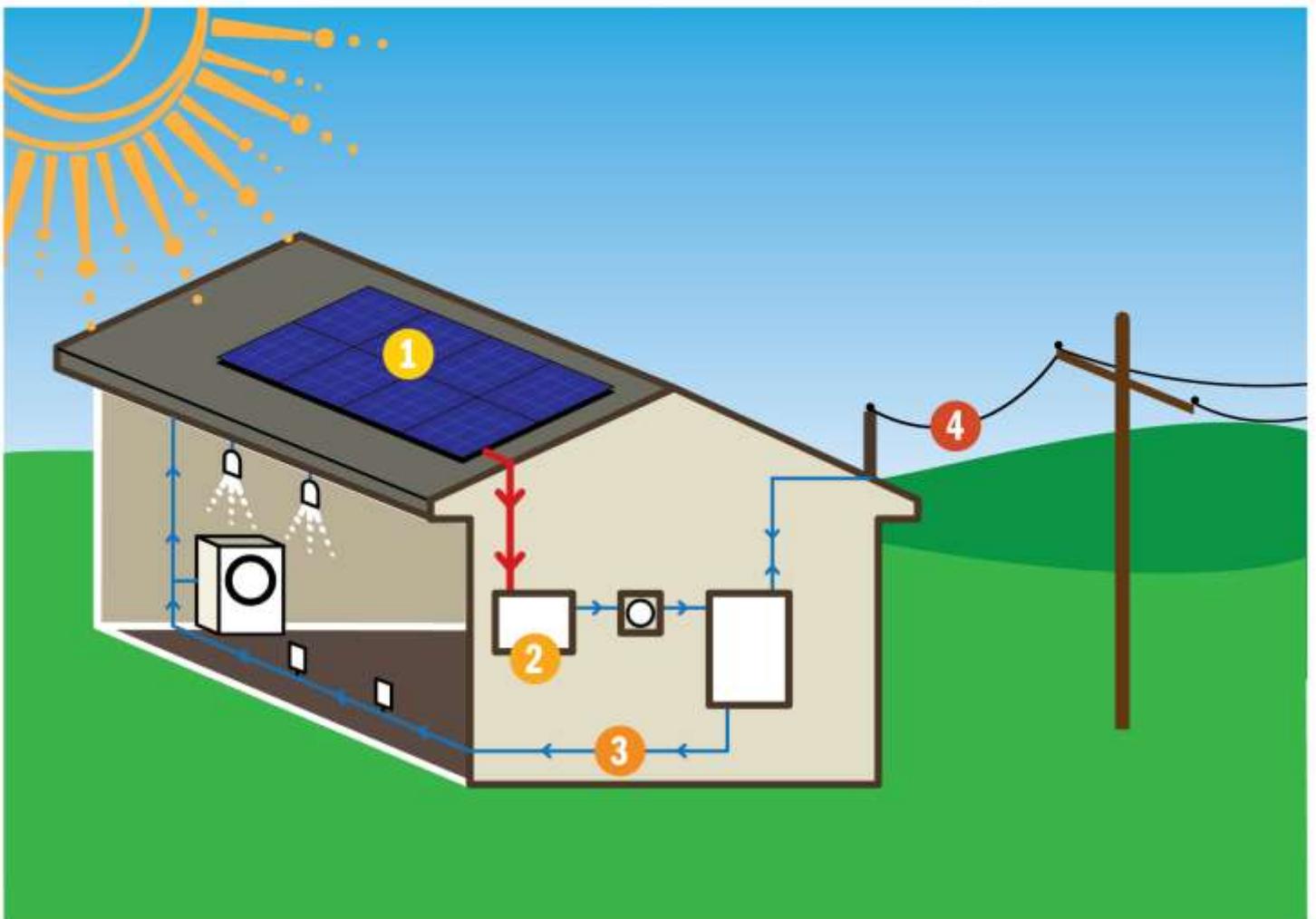
Inverter converts electricity from direct current (DC) to alternating current (AC)

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

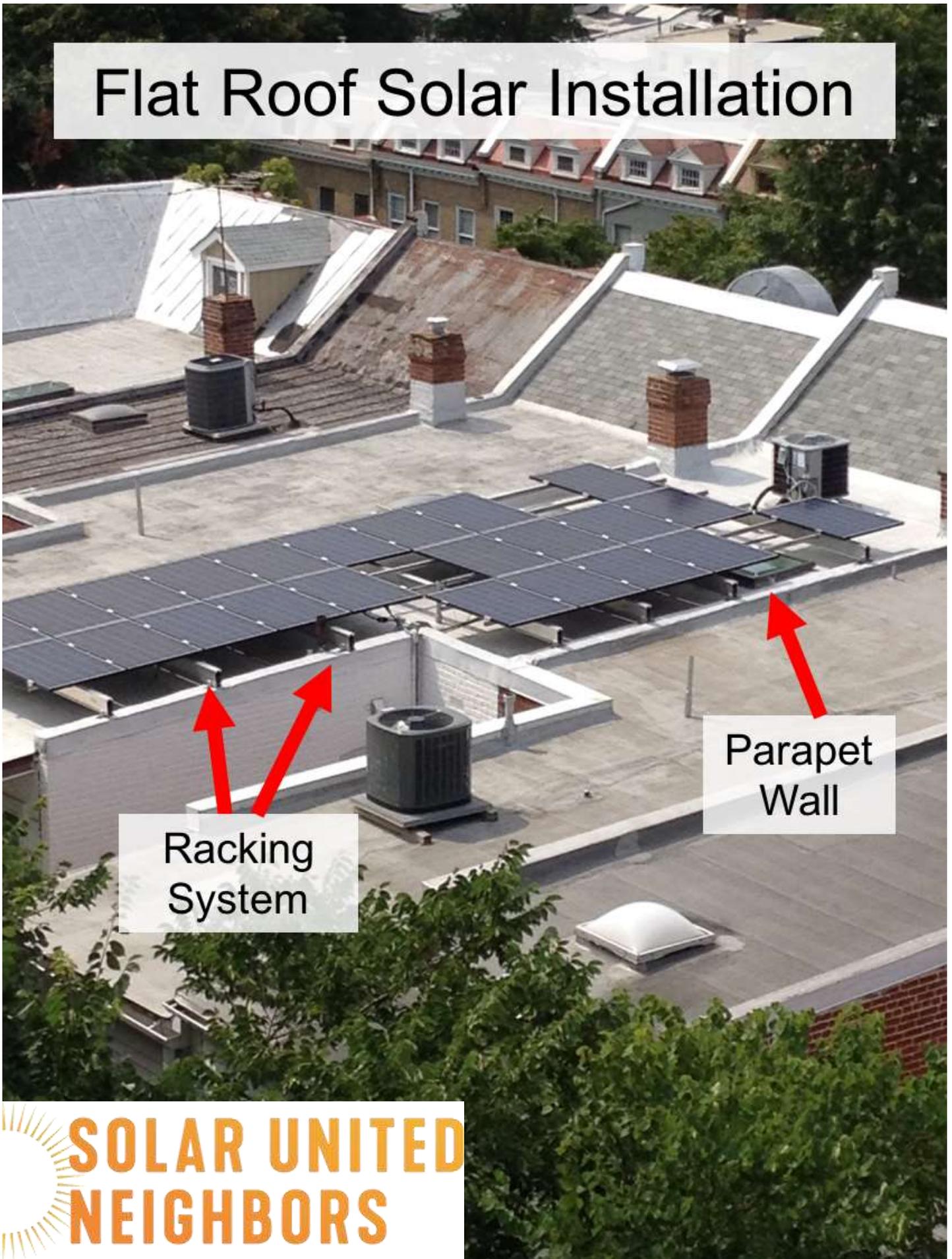




Ground Mounted Solar System

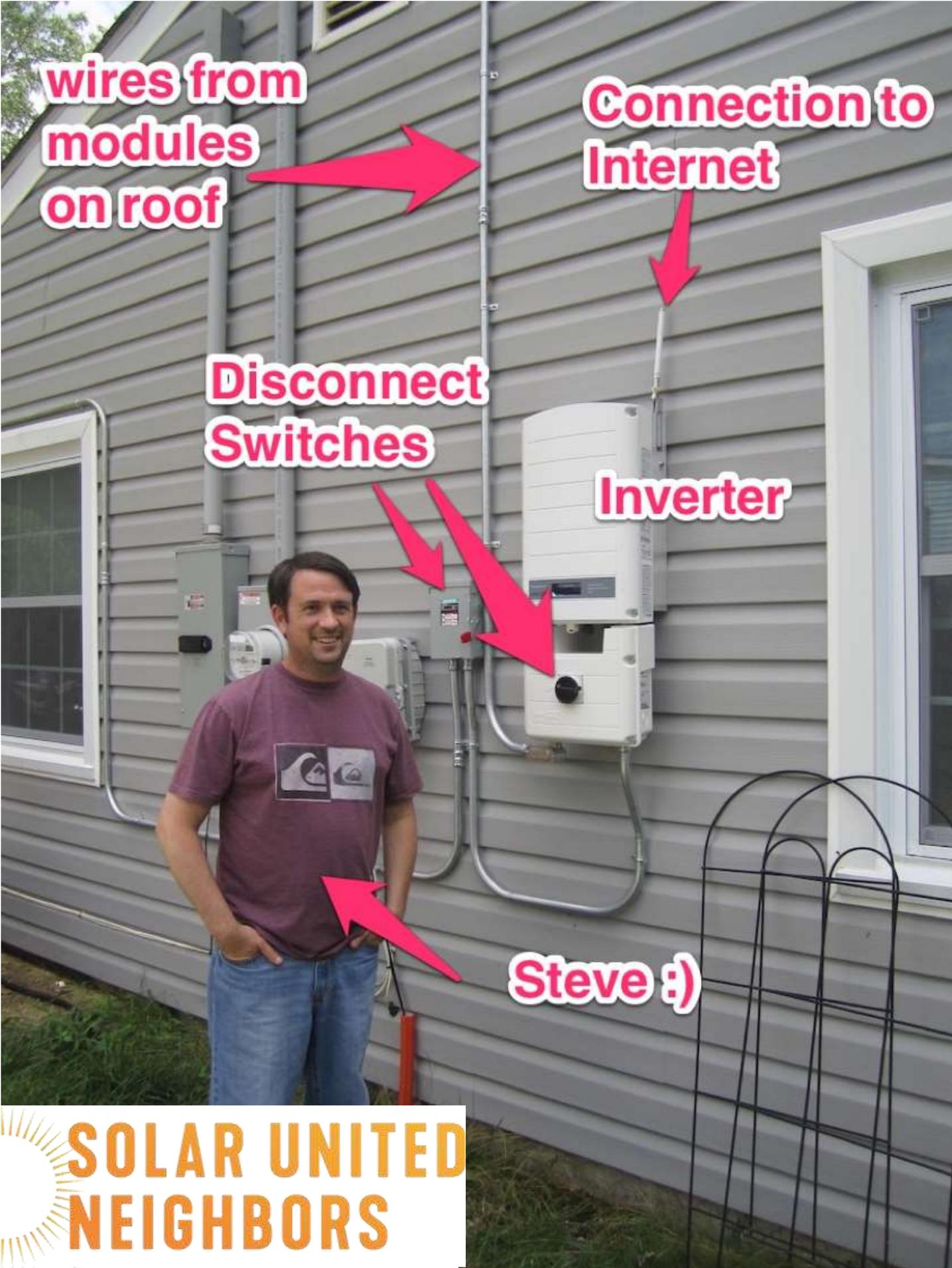
 **SOLAR UNITED  
NEIGHBORS**

# 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**