



25<sup>TH</sup>  
NATIONAL  
SOLAR TOUR



in partnership with  
Generation180

# PARTNER ON THE 2020 NATIONAL SOLAR TOUR

Solar United Neighbors is excited to once again partner with the American Solar Energy Society (ASES), and now Generation 180, along with thousands of solar homeowners, businesses, and organizations to help spread the word about solar energy as part of the National Solar Tour.

In light of the current health crisis, we've decided to bring the National Solar Tour online. During the week of September 28th-October 4th, we will be presenting virtual live and pre-recorded tours, Q&A sessions, panels, movie screenings, and more. Learn more at [nationalsolartour.org](https://nationalsolartour.org).

## WHAT DO PARTNERS DO?

- Send at least one email to your network inviting solar owners to host solar open houses on the National Solar Tour.
- Send at least one email to your entire network encouraging people to attend a solar open house on the National Solar Tour.
- Post on your social media accounts at least three times between July and October.
- See the promotional toolkit for sample social media posts and emails.

## BENEFITS TO PARTNERING?

- This is a no cost/low cost way for your organization to gain visibility as part of this national event. The more you help spread the word about the National Solar Tour, the more people who will hear about your organization.
- We'll feature your logo prominently on the National Solar Tour website.
- We do all the work! We build and manage an interactive website, support all participants and work hard on extensive paid and earned media for the event.

**Together, we can empower more solar owners across the country to share their experiences going solar and reach more people who are interested in solar to encourage them to go solar themselves!**

[nationalsolartour.org/partners](https://nationalsolartour.org/partners)