Solar United Neighbors Volunteer Training

Agenda

- Introductions
- Who is Solar United Neighbors
- What are solar co-ops?
- What can you do?
- Questions
- Take Action!
- Next steps

By the end of this webinar, you will know how to spread solar in your community and be committed to 1+ actions to get started!

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Logistics

Audio:

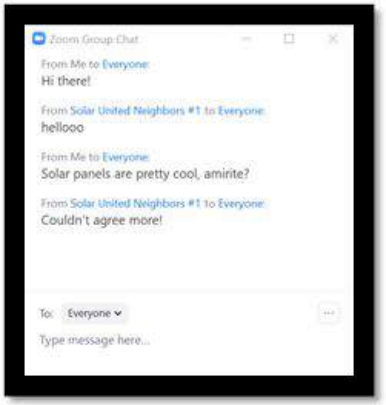
You can **Mute/Unmute** your microphone by clicking the microphone icon at the bottom left of control bar. Please remain muted if you aren't speaking.

Video:

If your device has a camera, you can turn it on/off by clicking the **Start/Stop** icon at the bottom left.

Logistics

To Chat:
Click Chat to open up the **chat window** to view, send, and receive messages from everyone.



Choose Video Layout:
At the upper right of your screen, you can switch between **Speaker View** and **Gallery View**.

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Logistics

How to ask questions: Type your questions into the “chat” feature of Zoom at any point throughout the webinar.

All webinar registrants will receive an email after the webinar with a link to view a recording of the webinar.

Technical difficulties during the webinar?
Post to the “chat” or reach out to
getinvolved@solarunitedneighbors.org

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Meeting Norms

- Be respectful
- Be courteous
- Be mindful of others' feelings
- Step Up, Step Back
- Please do not be shy. We want to hear from you!

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What to do next

- Spread the word!
- Join us for an upcoming training
  - Letter to the Editor Network Training (3/25 at 7 pm)
  - Mini Information Session Training (4/7 at 7 pm)

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Introductions

Annie
Wolf

Engagement Director

Lisa
Trope

Engagement Specialist

Alexis
Miller

Engagement Specialist

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Overview of Solar United Neighbors

- National 501(c)3 nonprofit organization
- We provide **education** and **technical assistance** to people interested in investing in rooftop solar
- We are a consumer advocate, installer-neutral & financing-neutral
- We advocate for policies that support solar and make solar an option for everyone
- We are creating a solar community through listservs, events, volunteer opportunities & advocacy

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Overview of Solar United Neighbors

We're a **community** of people building a new energy system with **rooftop solar at the cornerstone**.
We help people **Go Solar, Join Together and Fight for their Energy Rights!**

Overview of Solar United Neighbors

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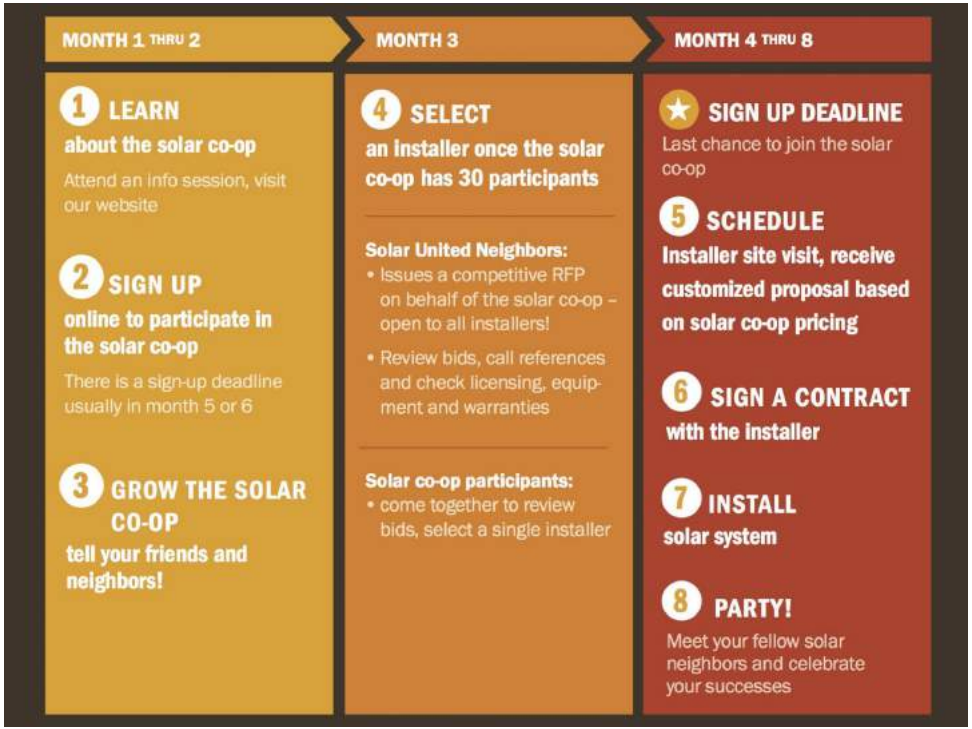
What is a solar co-op?

Solar co-op benefits

- Get best value on installation
- Support throughout the process
- Connect with fellow solar enthusiasts
- Become part of the growing solar movement



Why do we do solar co-ops?

Our mission: rooftop solar is at the cornerstone of the energy future

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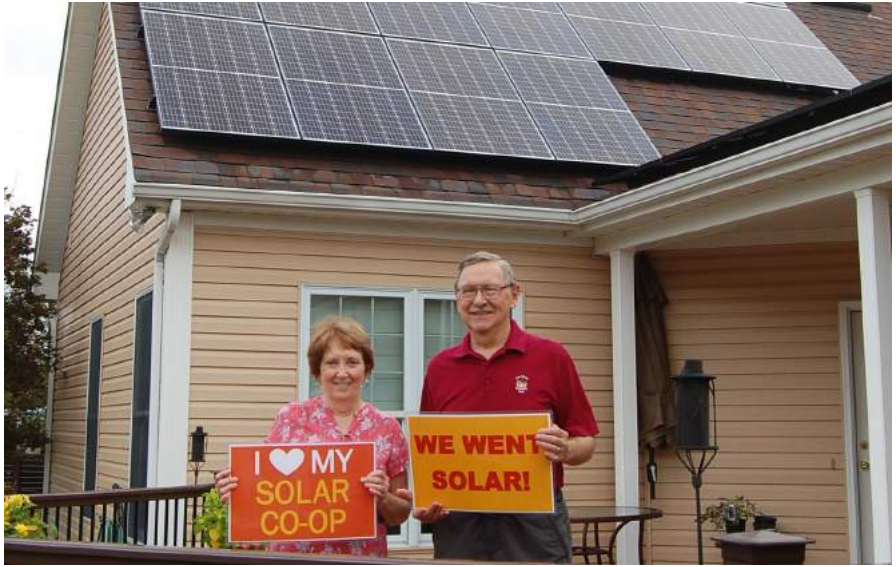
Going solar not in a co-op

- Connect with our solar help desk
- Free roof review
- Help you understand your proposal(s)
- Our experts to guide you 1:1 through every step of the process



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Why is this important?

- Who do you trust?
- Neighbors copy each other

  The study also clearly shows what led to the increase: visibility and word-of-mouth. “If my neighbor installs a solar panel and tells me he’s saving money and he’s really excited about it, it’s likely I’ll go ahead and do the same thing,” - Yale Study

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You don’t have to be an expert!

- You don’t even need to have solar!
- Key things to know/talk about:
  - Why do you support solar?
  - Solar helps the economy
  - Solar helps the environment
  - Solar saves your $
  - Creates energy independence
- Join the Breakout room to learn more

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Hear from volunteers like you!

Joy Loving

Virginia Volunteer

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May 2014 - Present

Solar and Beyond!

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May 2014 - Present

Environmental Advocacy

- CAAV Legislative and Elections Committee
- State Legislators, Local Officials Outreach
- Work with State-level Environmental Organizations
- Advocacy with Federal/State Agencies
- Clean Energy Policies/Programs Research
- 50 by 25 campaign work
- Monthly Hburg Citizen Perspectives Piece

Hear from volunteers like you!

Michael Cohen
Florida Volunteer

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5 Years

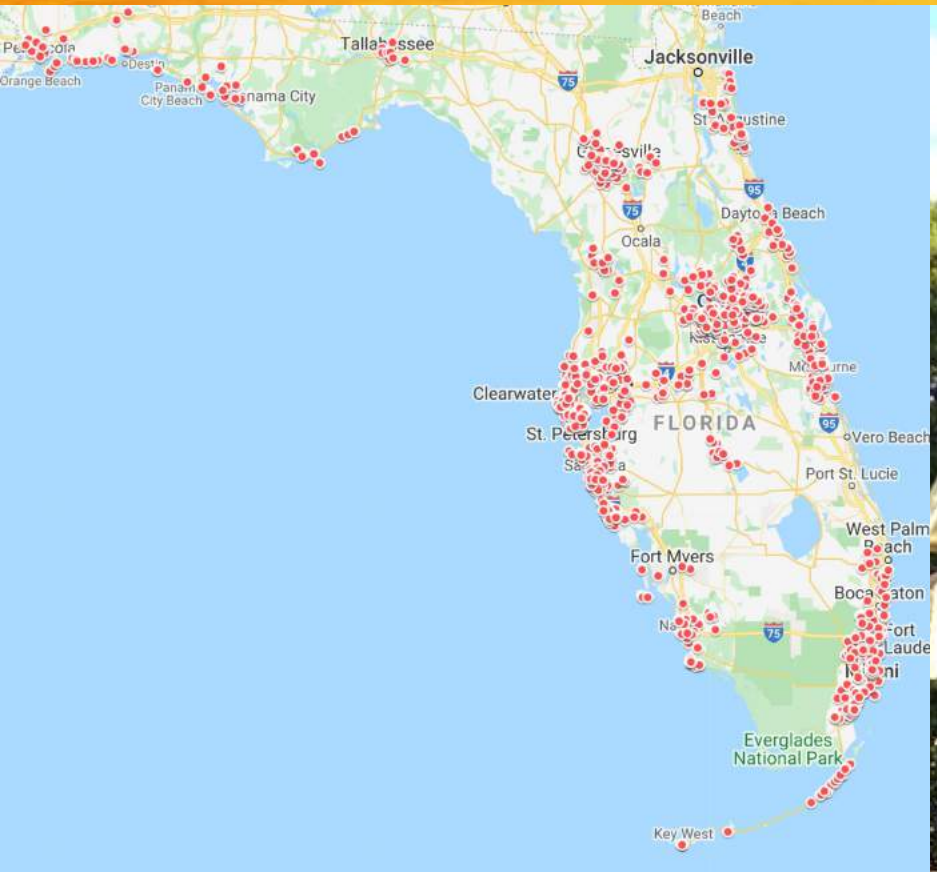
13,818 Educated

18 MW

1,877 Go Solar

$38 Million

65 Co-ops



Florida Partners

Local Governments

Churches

Justice

Colleges

Teachers

Unions

Environmental

What do You Say?

Solar is Printing Money on Your Roof!

Do You watch HGTV?

Solar has a better ROI than granite counters, SUV size showers etc.

Solar United Neighbors has a team for you:

Expert & unbiased help before & after installation!

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What do you do?

Free media~solar is sexy!

Show them meters run backwards!

Put up yard signs for every co-op in your area.

Tabling to promote solar and info sessions

Ask every group, friend, relative, neighbor to share co-op info!

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Answers to:
I'll tell you what's wrong with solar!

When Did You *Last Use* A Pay Phone? AT&T still exists!

Solar is democratizing energy like cell phones did to calling.

A solar energy spill is just a great day!

Solar save them money because your utility does not have as much construction & maintenance cost.

49% of all children missed 1 or more school day because of asthma.

What can you do?

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What You Can Do | Spread the word online

- Post on Facebook
- Post on Twitter
- Post on Nextdoor
  - Add info session as an event
- Post on Instagram
- Share information sessions on local calendars
- Write a Letter to the Editor
  - Training on March 25th at 7pm

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What You Can Do | Spread the word to friends

- Email your friends
- Send a text
- Make a quick phone call
- Other ideas? We are happy to support!

Drop any other ideas in the chat!

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Brainstorm time!

Brainstorm **three friends** you have and
how you could connect with them
(text, call, email)

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Brainstorm time!

Brainstorm different ways to spread the word.
Are there local neighborhood associations you are a part of? Maybe an HOA? Local community groups? Church groups? Another organizations? Schools?

Drop your ideas into the chat!

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What You Can Do Next Level | Solar Ambassador

- Put a face to solar during information sessions
- Share your story

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What You Can Do Next Level | Mini Solar 101

- Spread the word to local organizations and groups!
- Come to the Mini Solar 101 training on 4/7

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What to do if there is not an open co-op near you

- Spread the word about going solar on your own
- Encourage folks to join the movement!
- 30 Million Solar Homes
- State Advocacy

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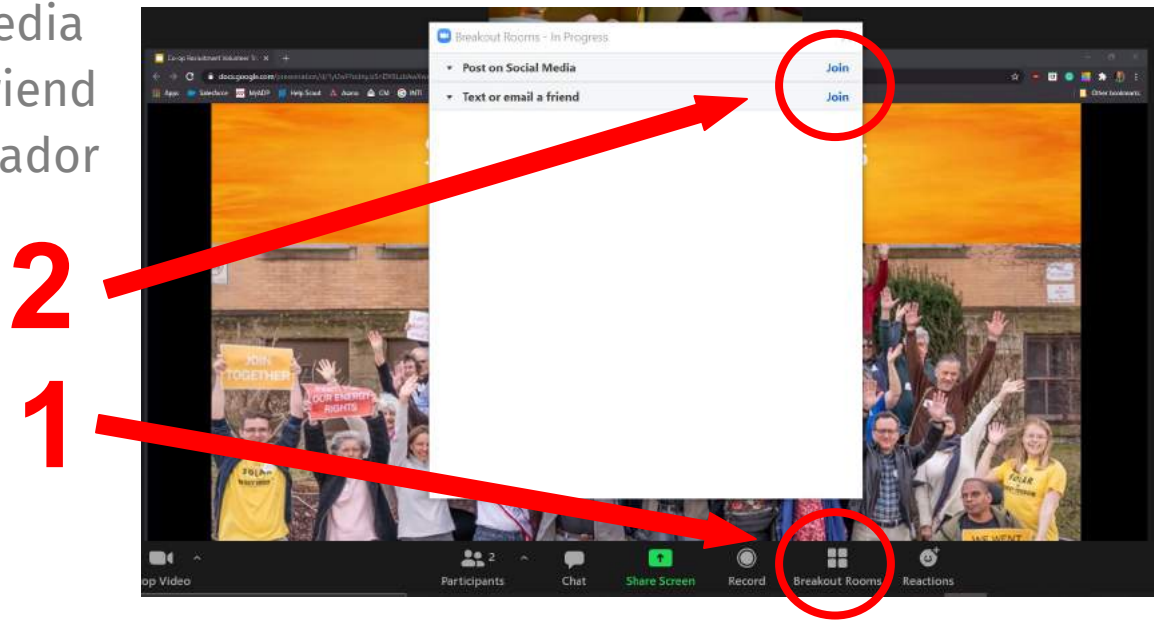
What You Can Do | Right now!

Join a breakout room to take action:

Breakout room: Post on Social Media
Breakout room: Text or email a friend
Stay in main room: Solar Ambassador



Solar Ambassador / Elevator Pitch Breakout Room

- Share your story
  - Why did you go solar? What was your experience? What advice to you have?
  - Share about the co-op (if applicable)
  - Answer questions

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Solar Ambassador / Elevator Pitch Breakout Room

- General Talking Points:
  - Share about SUN, Solar co-ops, what is the process
  - If you have solar, share your story
  - If you don't - share **why you support solar**

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Questions?

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What will you commit to?

How will you commit to spreading the word about the co-op?

- Posting online
- Personally reaching out to friends
- Being a Solar Ambassador
- Attending the Letter to the Editor Training
- Attending the Mini info session training

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Upcoming Trainings:

Letter to the Editor Network Training

March 25th at 7pm

Mini Info Session Training

April 7th at 7pm

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Questions?

Contact Us:

getinvolved@solarunitedneighbors.org

solarunitedneighbors.org/volunteer

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