

Connecting with New SUN Supporters



Below you will find a sample 1:1 meeting and template emails/call scripts to connect with new and current SUN supporters who want to volunteer. Please use the hyperlinks in the table of contents to access the templates and scripts.

Table of Contents

SAMPLE 1:1 MEETING WITH A NEW SUN SUPPORTER

TEMPLATE EMAILS:

[Ask to Hold a 1-1 Meeting With A Newly Engaged Volunteer](#)

[Ask to Schedule a 1-1 with a New volunteer](#)
[\(Someone who filled out the volunteer form on our website\)](#)

[Invite to Monthly Meeting](#)

[Invite to Training](#)

TEMPLATE CALLS:

[Ask to Hold a 1-1 Meeting With A Newly Engaged Volunteer](#)

[Ask to Schedule a 1-1 with a New volunteer](#)

[Invite to Monthly Meeting](#)
[\(Once supporter is regularly involved\)](#)

[Invite to Training](#)
[\(Once you know a supporter's interests\)](#)

[Invite to Upcoming Training/ Meeting/ Event](#)
[\(after supporter joins one of their first SUN events\)](#)

You can find all upcoming meetings and trainings [here](#). Please filter by state to find your state events.

****Please Take 1 minute to record all 1:1's [here](#)****

Connecting with New SUN Supporters



SAMPLE 1:1 MEETING WITH A NEW SUN SUPPORTER

Purpose:

- To connect with fellow SUN lovers and involve them in the solar movement
- To find out what skills and interests volunteers have, so they can be engaged in the way they want
- To keep people involved with SUN long term. Those of us who are hardcore activists will keep coming back, but part of our goal is to bring more people in and help them become as committed as you are! For many people, that means developing personal relationships that help them feel connected and safe, and that there will be familiar faces they can talk to when they show up to volunteer. It can be intimidating for people to show up at a big meeting, whether in-person or virtual, when they don't know anyone.
- To help move our campaigns and co-ops forward effectively and with as people power as possible

Sample One-on-One Agenda:

1. Review agenda

- Ex: "I thought today we could get to know each other a little better. We can also talk more about Solar United Neighbors and the different ways you can get involved."

2. Get to know them :)

- Why do you want to be involved?
- Where are you from?
- Where do you work?
- What do you do for fun?

(Also it is good to try to get a sense of their skills, background, interests so that you have a better idea of how to plug them in.)

3. Your background:

- How did you become involved/why do you do this work?

4. Background on Solar United Neighbors

5. Background: "How much do you know about solar?"

- Meet them where they are at. Talk about solar at the level that they are currently at.

6. Campaign Story-- What are you working on (Co-op/policy)

Connecting with New SUN Supporters



- What is the problem?
- What is the solution?
- What is your strategy?

7. Why them?

- Ex: We need passionate people like you to stand up, come together, and fight for our energy rights! When people come together in an organized way they can truly make a difference. Your (skill set) is going to be really important for...

8. First Ask:

Ex: "Would you help spread the word about "X" event through social media?"

"Would you attend our next webinar on_____?"

"Would you attend our next volunteer meeting to work on..."

"Would you join me in a lobby meeting with your state representative?"

"Would you call SUN supporters in your city to invite them to...?"

"Would you help monitor our (state) FB page by...?"

**Always have a secondary ask. They may not want to/ be able to do the first ask.

9. Wrap up

- Thank them for their time!
- Let them know what the next steps to expect are:
 - "I will see you at _____ training/event/meeting."
 - "I will send you an email today with all the info about the training and next event."

FOLLOW UP:

1. If you can confirm them for the next action they are taking- either email or call before the first event. They may need you to resend the registration link or may have questions about where to park etc. The more prepared people the more likely they show.
 - Ex: "I just wanted to be sure you had all the information you needed for the event tomorrow!"
2. Call after the first event (if possible) to debrief and invite to the next

****Please Take 1 minute to record all 1:1's here****

Connecting with New SUN Supporters



TEMPLATE EMAILS:

Ask to Hold a 1-1 Meeting With A Newly Engaged Volunteer

(If we didn't get to hold a 1:1 when they first started volunteering)

Hi **[name]**,

I've been volunteering with Solar United Neighbors for the past **[months/years]** and I wanted to find a time to chat about your interest in SUN!

I have heard about some of the great work you have been doing to move **[campaign name/Co-op name]** forward!/It was great to see you on our last few volunteer calls/trainings.

As someone who has been involved with SUN, we feel it is important to get to know supporters who take their time to attend **[meetings/trainings/volunteer.]** This way we can be sure you are getting involved in a way that feels impactful and works for you .

I was hoping we could take some time to get to know each other better, talk more about the strategy behind our work, and about ways that you may be interested in getting involved.

Would you have time next week to chat for a 30 minute call? This is a no-pressure call, just simply an opportunity to connect.

Feel free to send me a few times that work for you.

It will take us all working together to be able to move towards a clean energy economy! Thank you for being a part of it and I look forward to connecting!

My best,

****Please Take 1 minute to record all 1:1's here****

Connecting with New SUN Supporters



Ask to Schedule a 1-1 with a New volunteer (Someone who filled out the volunteer form on our website)

Hi **[name]**,

I hope this finds you well! I am currently volunteering with Solar United Neighbors and I am connecting because you had expressed interest in also getting involved in **[city/town/county]**.

Solar United Neighbors (SUN) is a non-profit that helps people go solar, join together, and fight for their energy rights.

I am connecting with all **[Coloradans/Hoosiers/Minnesotans etc.]** who have filled out our [volunteer form](#). I was hoping we could take twenty minutes to get to know each other better, talk about what is happening with the solar movement in **[state]**, and ways that you could get involved.

This is a no-pressure call, just simply an opportunity to connect about your interest in SUN and the solar movement.

Would you have time over the next week or two to chat?

It will take us all working together to be able to move towards a clean energy economy! Thank you for being a part of it and I look forward to connecting!

My best,

Invite to Monthly Meeting

(Once supporter is involved)

Hi **[name]**,

Thank you for being interested in getting involved with Solar United Neighbors! I wanted to connect briefly about our next meeting.

We have our monthly volunteer meeting come up **[time, day, date]**. During this meeting you would be able to connect with other **[Coloradans, Minnesotans etc.]**, get your questions answered about solar, and also learn ways to take action.

Do you think you can make it? You can RSVP here **[link]**.

Connecting with New SUN Supporters



It will take us all working together to be able to move towards a clean energy economy!
Thank you for being a part of it and I look forward to connecting!

My best,

****Please Take 1 minute to record all 1:1's here****

Invite to Training

(Once you know a supporter's interests)

Hi **[name]**,

Thank you for letting me know you are interested in **[activity]**! This is going to be really important for helping move **[campaign name/Co-op name]** forward.

Good news is we have training on **[activity]** coming up on **[time, day, date]**. This training will give you all the information you need to be able to **[lobby/write a letter to the editor/help promote the solar Co-op/etc.]**.

Can you make it? RSVP here. **[link]**

It will take us all working together to be able to move towards a clean energy economy!
Thank you for being a part of it and I look forward to connecting!

My best,

****Please Take 1 minute to record all 1:1's here****

Connecting with New SUN Supporters



TEMPLATE CALLS:

Ask to Hold a 1-1 Meeting With A Newly Engaged Volunteer

(If we didn't get to hold a 1:1 when they first start volunteering)

INTRODUCTION:

Hi this is **[name]**, a volunteer with Solar United Neighbors. May I speak with **[name]**?

Hi **[name]**, How are you?

WHY: I am calling because you recently started volunteering with SUN. As someone who has been involved with SUN, we feel it is important to get to know supporters who take their time to attend **[meetings/trainings/volunteer.]** This way we can be sure you are getting involved in a way that feels impactful and works for you.

IMPORTANCE OF VOLUNTEERING: It will take us all working together to be able to move towards a clean energy economy and we appreciate your willingness to be more involved in a capacity that fits in with your life.

Right now we have **[campaign/Co-op]** and **[update of what is happening with campaign/Co-op that we need more involvement to be successful]**

ASK: Would you have time now to chat for a few minutes about SUN or if right now doesn't work we could set up a time to chat soon?

YES: Great! [refer to sample 1:1 outline above]

NOT NOW: No problem! Do you have 15-20 minutes later this week or next that we can put on the calendar?

NO: Ok, no problem! We appreciate you being a part of the solar movement and thank you for your time!

****Please Take 1 minute to record all 1:1's here****

Connecting with New SUN Supporters



Ask to Schedule a 1-1 with a New volunteer:
(Someone who filled out the volunteer form on our website)

INTRODUCTION:

Hi this is **[name]**, a volunteer with Solar United Neighbors. May I speak with **[name]**?

Hi **[name]**, How are you?

(Solar United Neighbors (SUN) is a non-profit that helps people go solar, join together, and fight for their energy rights.)

WHY: I am connecting with all **[Coloradans/Hoosiers/Minnesotans etc.]** who have filled out our [volunteer form](#) on the website. I was hoping we could take a few minutes to get to know each other better, talk about what is happening with the solar movement in **[state]**, and ways that you could get involved.

IMPORTANCE OF VOLUNTEERING: It will take us all working together to be able to move towards a clean energy economy and we appreciate your willingness to be more involved in a capacity that works for you.

ASK: This is a no-pressure call, just simply an opportunity to connect about your interest in SUN and the solar movement. Do you have a few minutes now to chat?

YES: Great! [refer to sample 1:1 document above]

NOT NOW: No problem! Do you have 15-20 minutes later this week or next that we can put on the calendar?

NO: Ok, no problem! We appreciate you being a part of the solar movement and thank you for your time!

****Please Take 1 minute to record all 1:1's here****

Connecting with New SUN Supporters



Invite to Monthly Meeting: (Once supporter is regularly involved)

INTRODUCTION:

Hi this is **[name]**, a volunteer with Solar United Neighbors. May I speak with **[name]**?

Hi **[name]**, How are you?

WHY: Thank you for being interested in getting involved with Solar United Neighbors! I am calling to connect briefly about our next meeting.

We have our monthly volunteer meeting come up **[time, day, date]**. During this meeting you would be able to connect with other **[Coloradans/Minnesotans/etc.]**, get your questions answered about solar, and also learn ways to take action.

IMPORTANCE OF VOLUNTEERING: Right now we have **[campaign/Co-op]** and **[update of what is happening with campaign/Co-op and explain that we need more involvement to be successful]**

FIRST ASK: Can you make it?

YES: That is great news! I will mark you down as attending. What is the best email address to send the registration link to?

NOT THIS TIME: Ok, no problem! Would you like us to keep you up to date on future meetings? (If yes, please record this)

NO: Ok, no problem! Thank you for your time!

SECOND ASK: Before you go, would you happen to have a friend who would also be interested in joining you for the meeting? (The "Ask a friend" can easily double your attendees to an event. :))

****Please Take 1 minute to record all 1:1's here****

Connecting with New SUN Supporters



Invite to Training

(Once you know a supporter's interests)

INTRODUCTION:

Hi this is **[name]**, a volunteer with Solar United Neighbors. May I speak with **[name]**?

Hi **[name]**, How are you?

WHY: Thank you for your interest in getting involved with Solar United Neighbors! I am calling to connect briefly about our next training. I thought you would be interested in this one because you let me know you were interested in **[activity]**!

Good news is we have training on **[activity]** coming up on **[time, day, date]**. This training will give you all the information you need to be able to **[lobby/write a letter to the editor/help promote the solar Co-op etc.]**.

IMPORTANCE: Being trained in this skillset is going to be really important for helping move **[campaign name/Co-op name]** forward because **[reason]**.

FIRST ASK: Do you think you can make it?

YES: That is great news! It will take us all working together to be able to move towards a clean energy economy! Thank you for being a part of it. Can I get your best email address to send you the registration link?

NOT THIS TIME: Ok, no problem! Would you like us to keep you up to date on future meetings? (If yes, please record this)

NO: Ok, no problem! Thank you for your time!

SECOND ASK: Before you go, would you happen to have a friend who would also be interested in joining you for the training? (The "Ask a friend" can easily double your attendees to an event. :))



Connecting with New SUN Supporters



Invite to Upcoming Training/ Meeting/ Event

(after supporter joins one of their first SUN events)

INTRODUCTION:

Hi this is **[name]**, a volunteer with Solar United Neighbors. May I speak with **[name]**?

Hi **[name]**, How are you?

WHY: Good! I am calling because I saw that you attended **[training/ meeting]** and I wanted to give you a quick call to see how it went and to invite you to an upcoming **[event/ training/ meeting]**. Do you have a few minutes to chat?

YES: Great! What did you think of the **[meeting/training?]**
{Let the conversation flow naturally and ask any follow up questions to get to know them}

NO: No problem! Is there a better time to call back?

IMPORTANCE OF VOLUNTEERING: It will take us all working together to be able to move towards a clean energy economy and we appreciate your willingness to be more involved in a capacity that works for you.

ASK: We have an upcoming **[training/meeting/event]** on **[date/time]** and this is important because....can you make it?

YES: Great! I will mark you down as attending. Do you have the best email address for me
to send the registration link too?

NOT THIS TIME: Ok, no problem! Would you like us to keep you up to date on future meetings? (If yes, please record this)

NO: Ok, no problem! Thank you for your time!

SECOND ASK: Before you go, would you happen to have a friend who would also be interested in joining you for the training? (The "Ask a friend" can easily double your attendees to an event. :))

****Please Take 1 minute to record all 1:1's here****
