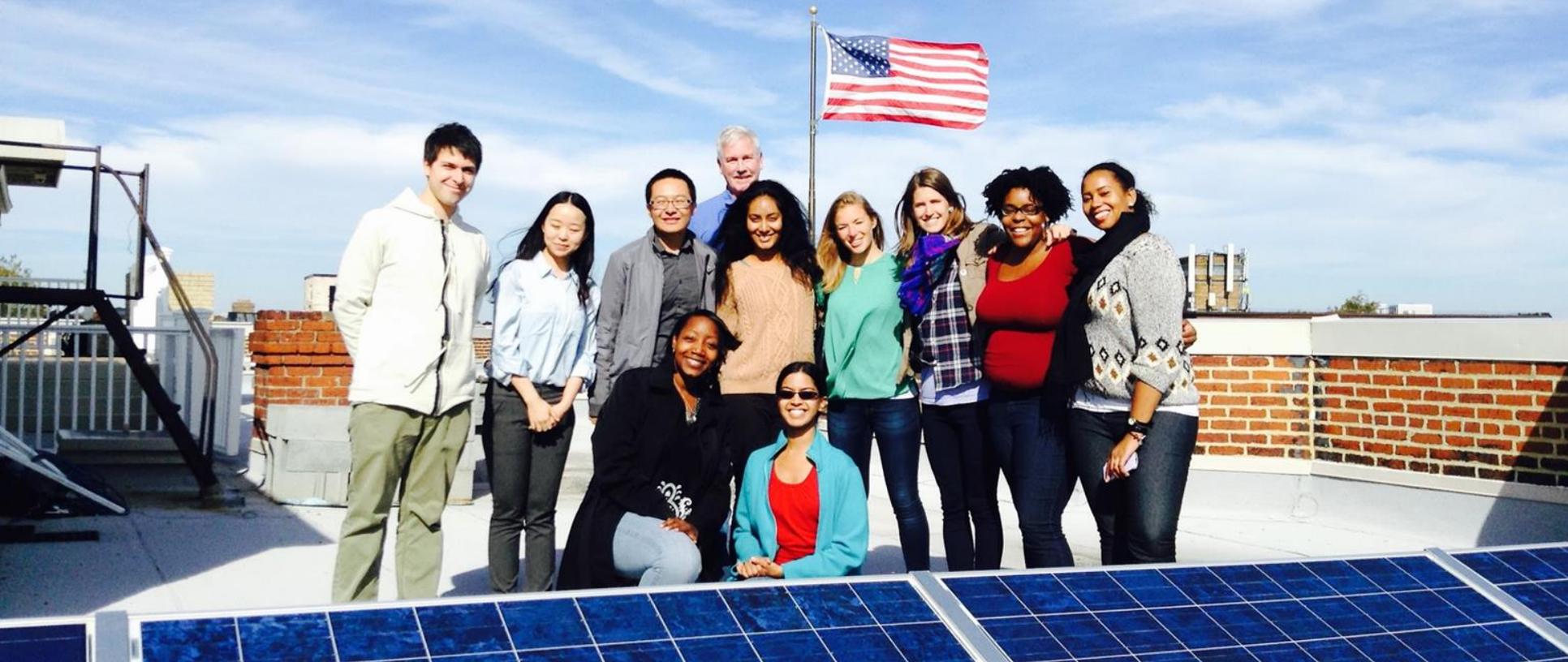


# SOLAR UNITED NEIGHBORS

## How to Powerfully Share Your Solar Story



# Introductions



**Lisa Trope**  
Engagement Specialist  
AZ, CO, TX, MN



**Annie Wolf**  
Director of Engagement

# Agenda

## **Introductions**

Name, Where Calling in From

## **Zoom Logistics & Meeting Agreements**

## **Our Theory of Change**

## **Polls**

## **Story Telling Training**

## **Break Out Rooms**

## **Sample Story**

# Zoom 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:

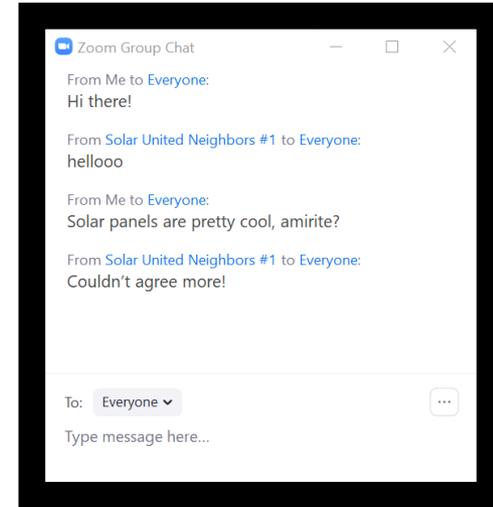
If your device has a camera, you can turn it on/off by clicking the **Start/Stop** icon at the bottom left.



# Zoom 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**.

# Meeting Agreements

- Be respectful
- Be courteous
- Be mindful of others' feelings
- Step Up, Step Back
- Please don't be shy. We want to hear from you!
- Any other norms you would like to add



# Our Theory of Change



# Poll

What is one of the most motivating or inspiring stories you have heard?

Please share a few sentences in the chat!



# Poll

Why do you love solar?

# When do we tell stories?

## **ALL THE TIME**

**But for the purposes of working with Solar United Neighbors:**

- **When we have conversations with other SUN supporters**
  - **Lobbying our legislators**
    - **Making phone calls**
      - **Drafting Emails**
  - **Drafting a social media post**
    - **Presenting to partners**
      - **Other?**

# Why is prepping before sharing your story impactful?

Telling our story is powerful. It connects us with others. It lets us bolster and advocate for the things and issues we care about most.

- To give yourself more confidence in talking about a campaign or a co-op
- To effectively educate an individual or a group of people
- To have a clear, compelling, and concise message



# A Powerful Structure for Telling an Impactful Solar Story

## IPSUA



Parts or all of this structure can be used for:

1. Sharing your personal story
2. Telling a story around a specific issue or campaign

# Paint a Picture

Imagery and having your audience be “there with you” is important

Great to know the facts (How many KW installed etc.) but what else?

Why do you care about this issue?  
How does your story connect with the person to whom you’re talking/writing?



# Step 1: Introduction

**Intro:** Who are you? Why are you talking to me? Do you represent a group, are you a solar homeowner, are you a concerned citizen etc.? How can you connect with your audience?

Ex: I am (name) with Solar United Neighbors...

Ex: I live in Denver Colorado and am a constituent of....

# Step 2: Problem

**Problem:** What's wrong? What's the problem and why does it matter? How does this does the problem influence your audience's own values and goals?

Ex: Right now our state legislature is trying to take away the ability for people across the state to sell the excess energy they produced from their solar panels back to the grid...

Ex: Climate change

Ex: HOA restrictions

# Step 3: Solution

**Solution:** Why is it feasible that we can fix this problem? How are we going to fix the problem? How does it affect the audience?

Ex: We can win this fight by stopping bill (#) by...

Ex: This is why I have joined the Solar Co-op...



# Step 4: Urgency

**Urgency:** Why should I/they act now? Why should I not wait until later to get involved?

Ex: It is important we take action now because the bill is being voted on in 3 weeks...

Ex: It is important to join the co-op now so that you...

- Have enough time before the deadline to get all the info you need about installing
- Can install solar at a discounted rate



# Step 5: ASK

**Action:** What are you asking the audience/individual to do? Why will it make a difference?

Ex: Can you join me now in calling your legislature and asking him to oppose bill #, name?

Ex: Can you join the Solar Co-op?

Ex: Can you join me for the next meeting?

# Remember to...

- ✓ Be yourself
- ✓ Paint a Picture
- ✓ Have a **STRONG** ask
- ✓ Prep and Practice
- ✓ Have fun!



# Let's Compare

**My son came home from school and had watched the documentary, "An Inconvenient Truth." He asked me, "Can we go solar?"**

**I started looking into if our family could install solar on our home...**

My family and I were living in Rockville Maryland. We loved how we could jump on the red line to head into D.C., while still enjoying the slower pace of being outside the city.

One day my twelve-year-old son, Brandon, came home from school and was exasperated. He threw his book back down on the kitchen counter and explained that his class had watched "An Inconvenient Truth" a documentary that dove into the dire impacts that climate change would have on our present and future.

Brandon explained that he was most surprised by learning about sea level rise and the impact that climate change would have on every-day people . That is when he asked, "Can we go solar?"

Being someone who tries my best to be cognizant of the impact we make in the world, the long nights of google searches to install solar began....

# Questions?

Please drop them in the chat or unmute yourself



# Break Out Rooms



# Poll

How do you feel now about sharing your solar story?



# Next Steps

- We will send out around a toolkit for Effective Story Telling (IPSUA)
- Questions? Email [getinvolved@solarunitedneighbors.org](mailto:getinvolved@solarunitedneighbors.org)
- **Share your Solar Story!**
- Upcoming Trainings: January 11<sup>th</sup>, Lobby Training



# Join us!

**Facebook:**

[www.facebook.com/solarunitedneighbors](http://www.facebook.com/solarunitedneighbors)

**Website:**

[www.solarunitedneighbors.org](http://www.solarunitedneighbors.org)

**Instagram:**

[www.instagram.com/solarunitedneighbors](http://www.instagram.com/solarunitedneighbors)

# Thank You!