

HOW TO:

# SPREAD THE WORD



Help spread the word about the {{co-op name}} co-op!

## 4 ACTION STEPS TO TAKE TODAY

### 1. SHARE ON SOCIAL MEDIA!

**Facebook, twitter, etc!**

**Template Post:**

Go solar as a group with the {{co-op name}} Solar Co-op! With the help and expertise of @SolarUnitedNeighbors, Co-op members use their bulk-purchasing power to get discounted pricing and a quality installation. No cost to join and no obligation to install. Learn more and become a member today at {{co-op website link}}. Have questions? Join the next information session on {{date}} registration link for the Information session **here** {{link to RSVP for info session}}.

### 2. CONNECT WITH 5 FRIENDS!

1. Brainstorm a list of friends
2. Options for connecting:
  - a. **Send them an EMAIL or text with the registration link:**

Template Email:

Hi {{name}},

Solar United Neighbors has launched the {{co-op name}} Solar Co-op. SUN brings homeowners together into a group, or co-op. SUN provides unbiased, installer-neutral support through each stage of the process of going solar. Their experienced team ensures you understand how solar works, how it can be financed, and how it can be installed on your home.

Co-ops take advantage of the group's bulk-purchasing power to get discounted pricing and a quality installation. Co-op volunteers choose an installer on behalf of the entire group through an open and competitive bidding process. The selected installer provides everyone in the group with a personalized proposal for their consideration; there is no obligation to install. Join the {{co-op name}} Solar Co-op today at: {{co-op website link}}.

- b. **Give them a quick CALL:**

Template Phone Call:

Hey! I am calling because I thought you may be interested in a {{co-op name}} Solar Co-op information session. The co-op is free and allows for you to know if your roof qualifies for solar and learn more about going solar. The co-op is being run through an organization called Solar United Neighbors and the co-op final sign-up deadline is {{date}}. I wanted to see if

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you would be interested in attending the information session to learn more about it on {{date}} from {{time}}.

If yes: Ok, great! I will send you an email or shoot you a text with the registration link now.

## 3. SHARE ON NEXT DOOR

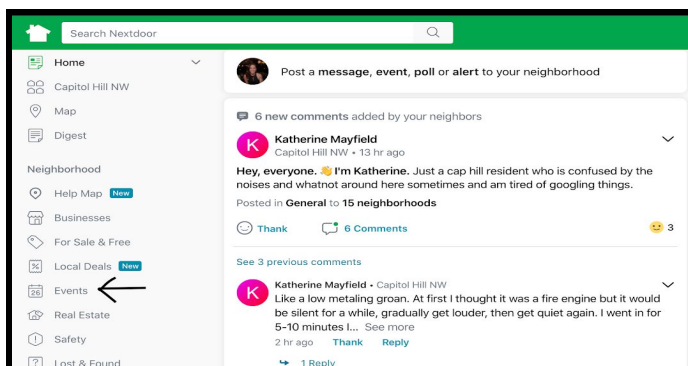
Next Door is an application that allows you to connect with your neighbors in your zipcode about local events, important local information etc.

Sample post:

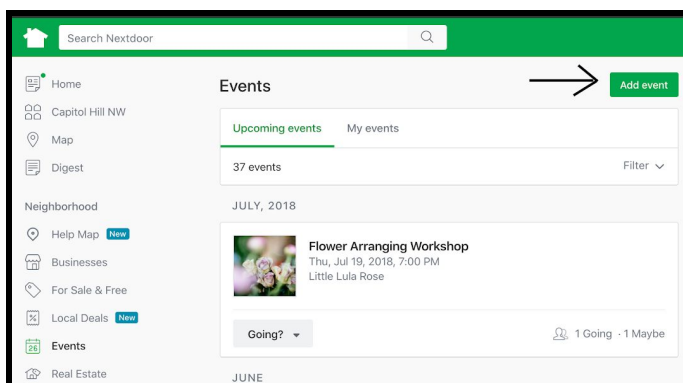
Hey neighbors, let's go solar as a group with the {{co-op name}} Solar Co-op! With the help and expertise of Solar United Neighbors, Co-op members use their bulk-purchasing power to get discounted pricing and a quality installation. No cost to join and no obligation to install. Learn more and become a member today at {{co-op website link}}.

### STEPS:

1. Login or create an account at : <https://nextdoor.com/>
2. Go to events on the left side of the page



3. Go to create event



4. Input event information

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## 4. SHARE ON LOCAL CALENDARS

Consider sharing the event with:

- Your local newspaper
- Community magazines often have calendars of events happening locally
- Online community calendars
- Local Bloggers



**GO SOLAR-- JOIN TOGETHER-- FIGHT FOR YOUR ENERGY RIGHTS**

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