

Putting it All Together



Build it Bright!

Crafting Your Solar Marketing Program

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Working with
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of Oregon

Solar Dedication Campaign Tool

Description: Information on client and solar installation; marketing partners.

Goal: Gather client, team and installation details in handy reference.



Client and Project Information

Client Information

Client Company Name:

Type of Client:
(Ex: C&I, Public Sector, Other)

Client Contact Name:

Email:

Phone:

Client has PR or other firm
involved with event?

YES or NO

If YES, list Firm Name:

Firm Email:

Firm Phone:

Project Team Information

Staff Member Completing Form:

Sales or Account Manager on our Team for this Client:

Construction Manager on our Team for this Project:

Client and Project Information (continued)

Installation Information

Date of Installation Start:

Date of Projected Installation Finish:

Date of Projected Interconnection:

Type of Install:	Ground Mount		Rooftop		Community	
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Install Details

Size:

Location Address/City/State/Zip:

What Aspects of This Solar Installation Are Unique?	Yes	No	Explain
A First for Your Company			
A First in the Community			
Unique to Your Industry			
It Is Combined With Other Energy Efficiency Measures			
It Is the First in the Area to Use a Financing Program			

Client's Reasons to Go Solar

1

2

3

Campaign Marketing Partners

Description: List of marketing partners who may be involved with the event.

Goal: Identify which partners could be involved with the campaign.

Campaign Marketing Partners

Module Manufacturer:

Contact Name:

Email:

Phone:

	Yes	No
Involved in event?		
Using Co-Op or other funds?		

Notes:

Inverter Manufacturer:

Contact Name:

Email:

Phone:

	Yes	No
Involved in event?		
Using Co-Op or other funds?		

Notes:

Racking Manufacturer:

Contact Name:

Email:

Phone:

	Yes	No
Involved in event?		
Using Co-Op or other funds?		

Notes:

Other Manufacturer/
Marketing Partner:

Contact Name:

Email:

Phone:

	Yes	No
Involved in event?		
Using Co-Op or other funds?		

Notes:

Campaign Overview

Description: Develop goals and theme for the campaign.

Goal: Document the goals and work through ideas for the theme.

Solar Dedication Campaign Goals

Top Three Goals the Client Has for Doing the Solar Dedication Event

1

2

3

Top Three Goals for Our Participation

1

2

3

Theme Development

Note: Why is it important? A theme **1)** adds excitement and relevancy to your event campaign, **2)** reinforces the client's solar story, **3)** creates a "rallying" call for everyone involved in the event, **4)** acts as a cohesive element for all activities, and **5)** guides the graphics and creative element development.

Solar Dedication Theme Ideas

Potential Theme Ideas:

1

2

3

How does the theme relate to client's business and sustainability client is working to fulfill?

Reviewed with client/ campaign team?

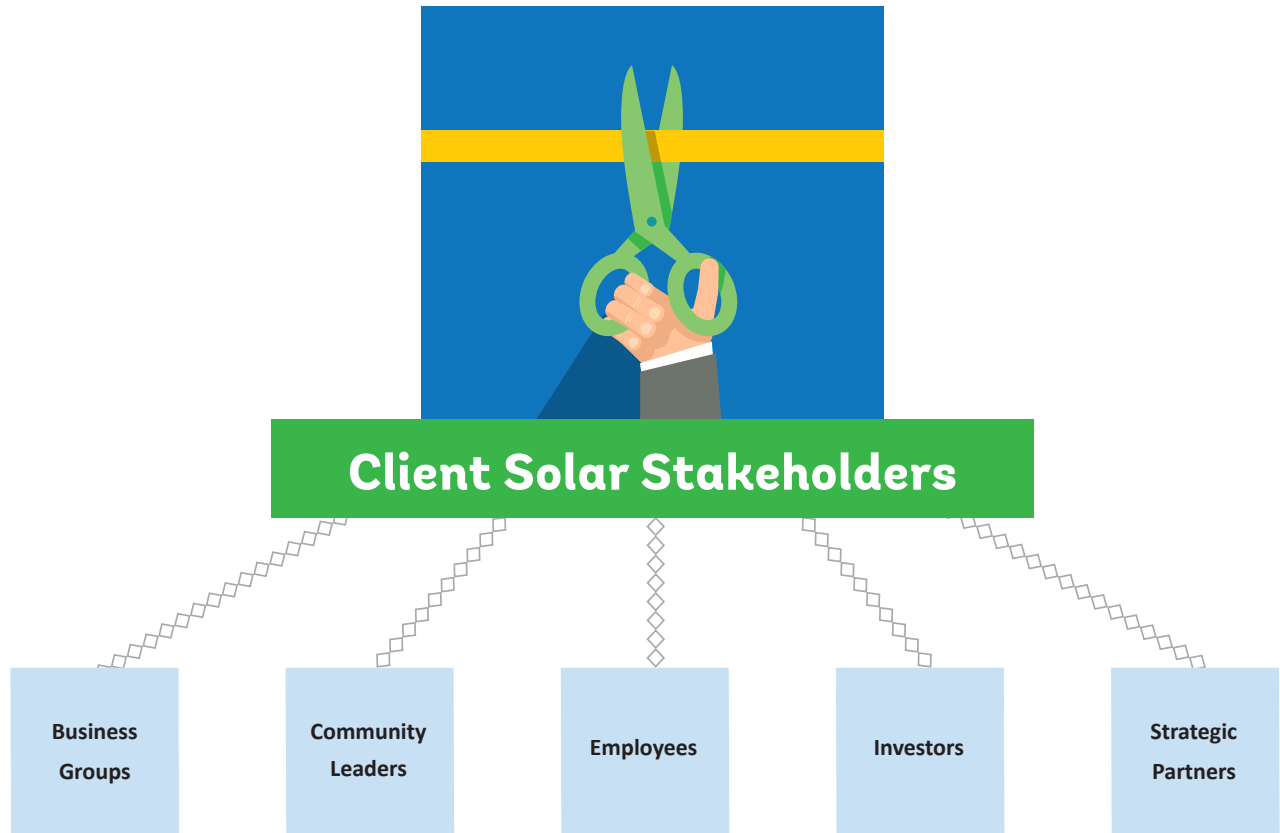
Final theme for the campaign/program

How will it be articulated in the graphics, program, etc.?

Identify Stakeholder Groups

Description: List of stakeholder groups involved in the campaign

Goal: Work with the client contact to identify as many stakeholder groups as possible to be involved with the event/campaign



List of Stakeholder Groups

Employees:

Our Key Advocates or Voices:

Client's Key Advocates or Voices:

Local Green Building:

Local City and Government Officials:

Local Business:

State Officials:

Other:

Other:

Program Element Budget and Scheduling

Description: List of program elements

Goal: Review and ensure all program elements are accounted for in the planning and outline schedule.

Element	Included in Program? YES/NO	Budget Needed? YES/NO	Projected Budget	Date Needed
Pre-Event				
Theme Development:				
Theme Developed				
Graphic Approach Developed (including incorporation of all participating logos)				
Employee Programs:				
Employee / Internal - Internal Kickoff Event				
Employee / Client- Internal Kickoff Event				
Client Employee Discount Volume Plan				
Newsletter – Other Content Posts				
Installation Related:				
Consumer Appropriate Description of the Install Provided to Client				
Project Fact Sheet Which Can Be Used at the Program as Well				
Time Lapse Video Production				
Project Installation Photos				
Install Groundbreaking / Start Press Release				
Throughout:				
Social Media Graphics and Campaign Including During Event				
Online Project Status Page				
Real Time Build Camera Coverage				
Blog Content Schedule, Images				
Event Related:				
Speaker and Attendee List Development:				
Invite List				
Speaker List				
Dignitaries List				

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Program Element Budget and Scheduling (continued)

Element	Included in Program? YES/NO	Budget Needed? YES/NO	Projected Budget	Date Needed
Event Related: (continued)				
Invitation				
Program Outline				
Signage:				
In Front of Building				
At Install				
Point of Sale Signage				
“Ribbon Cutting” Element				
Photography				
Videography				
Catering				
Dignitary Gifts				
Client Plaque/ Acknowledgements				
Press Related:				
Press List				
Press Advisory				
Press Release for Day of Program				
Press Kit- Printed or Flash Drive				
Project Fact Sheet				
Post Event:				
Thank You’s – Email or Other				
Summary Online/ Blog Post				
Website Descriptions Including Live Monitoring Feed				
Photos of the Installation				
Case Study Including Saving Profile and Environmental Impact				
Photos and Content on Your Company Social Media Sites				