



Marketing Plan

Belchertown Solarize Campaign

The Solar Coaches and volunteer team will work with the Town and selected installer to conduct a comprehensive marketing campaign that builds on the interest of residents and community networks to promote the Belchertown Solarize program.

Staffing: Solar Coaches, Volunteer leaders, community volunteers.

In addition to the selected solar coaches, we have many community members who have already expressed interest in helping with outreach via our 2 informal organizational meetings. We will also be drawing on the volunteers of the other local civic and nonprofit organizations that have expressed interest in promoting Solarize.

Strategies:

A variety of strategies, employed below, will be used to educate residents about Solarize technologies.

Solarize Kick-off event(s): We will conduct one to three kick-off events and information sessions about the Solarize Program BEFORE we have an installer chosen in order to ‘get the word out’ in the summer. We plan to hold the events at a centrally located venue such as the Belchertown Middle School Auditorium and/or the Belchertown High School Auditorium.

At that time the program will be introduced to the community, along with key staff and volunteers. Volunteers will provide an overview of the technology, ownership and financing options, state and federal incentives, and description of the Solarize program, including the benefits of having a Mass Save energy assessment to identify opportunities for making homes more energy efficient. We will introduce the Solar Coaches, and when possible invite one or more homeowners who have installed Solar PV to talk briefly about their experience. We will work with Belchertown Community TV Channel 5, our local cable access station, to tape the session and re-broadcast it several times for those who were not able to attend the initial session.

Postcard mailers: We will send two custom postcard mailings to Belchertown households (approximately 5000). The first mailing will promote the Solarize Meet the Installer event(s), and the second will update residents about program dates and deadlines mid campaign.

Meet the Installer Event(s): Once the contractors/installers have been selected, we will work with the MassCEC to sponsor one or more “Meet the Installer” informational presentations. These sessions will be a follow-up to the introductory session for those who would like more detailed information about site requirements and ownership and financing options. Information sessions will again be sited at a central location such as the Belchertown Middle School Auditorium and/or the Belchertown High School Auditorium.

Social media/online promotion: All information about Solarize Belchertown will be shared through multiple social media outlets. We will use our Belchertown Solarize Facebook to post information and updates and do promoted posts using marketing funds. These posts will also be shared on municipal Facebook pages of our participating outreach organizations. The Facebook page will contain profiles of existing Solarize technology installations and post regular updates such as announcements of outreach events, installer selection, and milestones in the reaching program goals. The Town of Belchertown website will also provide information about Solarize, and a link to the Facebook page.

Customized signage, and yard signs: Large/sandwich board signs will be posted in one or two visible locations such as Belchertown Town Common, public library. Participants will be



encouraged to display Belchertown Solarize yard signs.

Traditional media: We will utilize local print media including our local free weekly newspaper; the daily Hampshire Gazette; our local public access television. Local newsletters both paper and online such as the electronic newsletters from area schools. We will also do flyers in the common locations in town including library, community bulletin boards, post office, transfer station.

Tabling at public events: We will plan to do informational tabling at the Belchertown Farmers Market (on Sundays throughout the summer), Concerts on the common, and other community establishments that permit tabling. The tabling will be conducted by a combination of the solar coach and volunteers.

Informational presentations: The solar coaches will hold community information sessions at various venues such as the public library, churches, wherever we can get an audience.

One-on-one: The Solar Coaches will be available to respond to questions one-on-one via email and phone.

We will also promote the Solar Access program enabling moderate income households to install solar PV and air source heat pumps and the Community Solar opportunities as appropriate.

Solarize Mass Plus (required if applicable):

(If not previously described in marketing and outreach plan) Indicate additional technology. Include information on how you will model outreach to include the additional technology and why your Community may be a good fit for each additional technology. **Be sure to use your review of the Plus Technology Selection (pages 11-13 of the RFP) as a point of reference.**

Not applicable

Marketing Grants Requested

Select the marketing grants that Community is applying for, by marking an 'x' below

- Base Community marketing grant (\$5,000)
- Large Community Marketing Grant Adder (\$2,500)
- Solarize Mass Plus Marketing Grant Adder (additional technology adder) (\$1,000 for each technology)
- Affordable Access Marketing Grant Adder (\$2,500)

To apply for the affordable access marketing grant adder, Community must provide a narrative describing community eligibility based on RFP criteria, outreach plan focused on engaging this community segment and a preliminary budget for usage of the funds in the marketing budget subsection below.