

# NATIONAL SOLAR TOUR

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## The 2019 National Solar Tour: Building on Success!

On **October 5 & 6, 2019**, hundreds of home and business owners who have gone solar across the United States will host solar open houses on the National Solar Tour, to share the power of solar energy with their communities. Solar installation companies all over the country are invited to partner with Solar United Neighbors, the American Solar Energy Society, NABCEP, and many others to connect with solar owners and spread the word about the National Solar Tour. Solar open house hosts receive significant support throughout the process of organizing, promoting, preparing for, and implementing their events. Hosts report that they have great experiences participating – *“It was a blast! Over four hours, we talked virtually nonstop with 15 people who came to learn about solar. We had fun and I felt great doing my part for solar and our planet.”* - Cari Orris, Ohio solar open house host.



### 2018 Tour Numbers:

- 20 million impressions driven by advertising and media
- 300,000 people reached on social media
- 250,000 unique views of National Solar Tour website and event RSVP pages
- 51+ earned media hits across 19 states and 24 different media markets
- Hundreds of thousands of people reached by email from Solar United Neighbors, ASES, and nearly 100 other local organizations and solar installation companies
- 680 individual solar open houses
- 52 locally organized multi-site solar tours
- 48 states with events
- 10,000 solar open house event attendees

### Feedback:

Solar home and business owners who host solar open houses are extremely happy with the support and resources they receive from Tour organizers to successfully implement their events. 72% of people who hosted a solar open house in 2018 had never done so before, opening up a huge new pool of solar owners encouraging their friends and neighbors to go solar. 93% of solar open house hosts report that they would host another solar open house in the future.

Overwhelmingly, individuals who attend solar open house events are interested in going solar and are looking for an opportunity to learn how solar works, see a solar system up close, and ask questions of home and business owners who have gone solar. The majority of attendees report being highly satisfied with the friendliness, preparedness, helpfulness, and information provided by the host of the solar open house they attended. 96% of people who attended a solar open house in 2018 said they would attend another solar open house in the future.

## 2019 National Solar Tour: October 5 & 6, 2019

### Goals:

1. 1,000 solar open houses at homes & businesses across the country
2. At least one solar open house in all 50 states + Puerto Rico
3. 20,000 solar open house event attendees



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## Solar installers play a critical role in the success of the National Solar Tour!

- Identify solar owners who would be interested in hosting a solar open house on the Tour.
- Spread the word about solar open houses featuring your clients.
- Encourage people in your network who are interested in solar to attend these events.
- Together, we can empower more solar owners across the country to share their experiences going solar and reach more people who are interested in solar to encourage them to go solar themselves!

### Key statistics that demonstrate the power that the National Solar Tour can have on the solar market:



- The top two most important influences on a person's decision to install solar reported by participants in a local solarize campaign are "town event" and "solar ambassador."
- Over a six-month period, the presence of one solar rooftop project increases the average number of installations within a half-mile radius by nearly 50%.

*Statistics cited from Solarize Your Community – Yale SEEDS Report.*

## Join us as a partner installer on the National Solar Tour!

- **Send at least two emails to your network of customers**, inviting solar owners to host solar open houses on the National Solar Tour (one email in May/June and another in July/August), with targeted follow-ups to ensure that your company has signed up your desired number of solar installations to be featured on the Tour.
- **Reach out directly to recruit a select number of former clients to participate:** This could be in an area where you hope to expand, or at homes and businesses that you think would be great for hosting people.
- **Send at least one email to your entire network**, encouraging people to attend a solar open house on the National Solar Tour (send email in September).
- **Post on your social media accounts at least five times between May and October**, including posts about your company's partnership with the Tour, the opportunity to host a solar open house on the Tour, links to the National Solar Tour map that will feature all solar open houses across the country, and specific posts encouraging attendance at each of the solar open houses featuring your company's solar installations.

## Partner Installers will benefit in multiple ways

This is a no cost/low cost way for you to expand your referral business! The more of your customers who host open houses, the more people who will hear about your company and decide to go solar with you.

- We do all the work! We build and manage an interactive website, support all participants with hosting toolkits, create an online RSVP platform, and work hard on extensive paid and earned media for the event.
- We'll feature your logo prominently on the National Solar Tour website.
- We'll do at least one social media post featuring your company and one of your customers.
- Your company's name will be listed on the RSVP webpage and the National Map listing for each solar open house hosted by one of your customers.



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