ASES NATIONAL SOLAR TOUR

SOLAR INSTALLER TOOLKIT

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ASES NATIONAL
SOLAR TOUR

The American Solar Energy Society

invites you to participate in the

National Solar Tour

October 2-3, 2021

Join ASES in hosting the nation's largest grassroots solar, renewable energy, and sustainable living event! The 26th annual National Solar Tour is an in-person, virtual, and hybrid event in which homes and businesses show off their solar PV systems to audiences across the country.

The National Solar Tour serves as an excellent opportunity to educate local community members about solar and to advertise your business from the best referrals - your happy customers. By hosting a Local Solar Tour, your company will be at the forefront of your community's renewable energy scene and will generate new leads.

Benefits include:

Advertising your solar projects/products FOR FREE
Marketing opportunities
Promoting solar in your area
Demonstrating past successful solar and sustainable projects

To participate in the tour, please head to **nationalsolartour.org/signup** and select "**Local Solar Tour**" where you can choose an in-person, virtual, or hybrid format. You can find more detailed instructions on signing up, flyers and sample emails to recruit your happy customers at **nationalsolartour.org/resources**. Email **solartour@ases.org** with any questions and learn more at **nationalsolartour.org**.

ASES NATIONAL SOLAR TOUR

HOW TO: Sign Up a Local Solar Tour

REGISTER YOUR LOCAL SOLAR TOUR:

A Local Solar Tour is a collection of Solar Sites. Note, as a host you do not need to showcase your own site. The official weekend of the National Solar Tour is October 2-3, but you can host a Local Solar Tour anytime during the year.

1. Go to **nationalsolartour.org/signup** to sign up your Tour
2. For the first question, choose the option **"Local Solar Tour"**
3. Then choose **"Add Entry"** to sign up your Local Solar Tour
4. A new form will appear, please **answer the questions in the exact order they appear**.
5. Fill out your contact information for the **main Tour organizer** and any other Tour organizers. Please note, you can click the small **"+"** next to the last box on the right to add more than one additional contact.
6. Create a **name and description** for your Local Solar Tour. Add details on what **features** attendees can expect to see on your Tour.
7. Select whether your Local Solar Tour will be an **in-person, virtual or a hybrid** Tour.

For an **in-person Tour**, please fill out the following:

- Select if you would like an **RSVP webpage** created for you or if you already have your own site.
  - If you selected that you would like one created for you, upload a photo (landscape preferred) to feature on the custom webpage.
  - If you already have your own Tour site, please **provide the link** so we can send attendees there.
- Add the **date(s) and time(s)** of your Local Solar Tour. Please note, you can click the small "+" next to the last box on the right to add more than one date/time.
- Let us know if you would like a **yard sign or brochures** for your Local Solar Tour. Note, you can help ASES save the planet and reduce waste by creating your own or reusing old yard signs.

For a **virtual Tour**, please fill out the following:

- Select if you would like a **custom webpage** created for your virtual Local Solar Tour or if you already have your own.
  - If you would like one created for you, select if you would like to **display your email** for attendees to ask you questions and **upload a photo** (landscape preferred) to feature on your webpage.
  - If you already have your own site, please **provide the link** so we can send attendees there.
- Choose if you would like to livestream parts of your Tour.

For a **hybrid Tour**, please fill out the following:

- Select if you would like an **RSVP webpage** created for you or if you already have your own site.
  - If you would like one created for you, select if you would like to **display your email** for attendees to ask you questions and **upload a photo** (landscape preferred) to feature on your webpage.
  - If you already have your own Tour site, please **provide the link** so we can send attendees there.
- Add the **date(s) and time(s)** of your Local Solar Tour. Please note, you can click the small **"+"** next to the last box on the right to add more than one date/time.
- Select if you plan on **live streaming** parts of your Tour.
- Let us know if you would like a **yard sign or brochures** for your Local Solar Tour. Note, you can help ASES save the planet and reduce waste by creating your own or reusing old yard signs.

8. Let us know about your previous National Solar Tour involvement.
9. Fill out the final details and additional information. **Be sure to sign up for our email list too!**
10. When you are finished, select **"Add Entry"**
11. **Agree to Terms & Conditions**
12. When finished, select **"Submit"**

ASES NATIONAL
SOLAR TOUR

Installer Logo Here

Join the
<Company Name> Solar Tour
as part of the ASES National Solar Tour
October 2-3, 2021

Showcase your solar and sustainable home upgrades in-person or virtually!

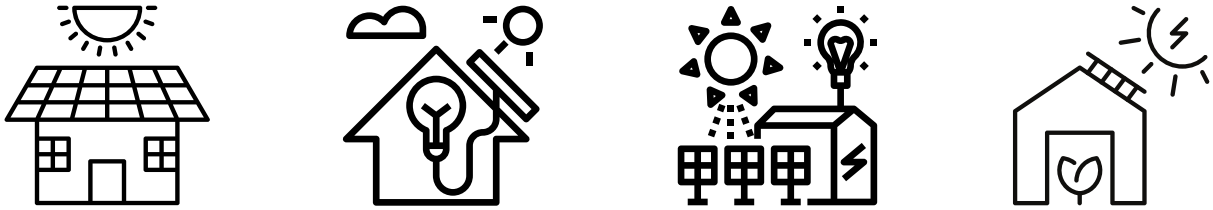
The National Solar Tour helps to spread solar contagion, where homes, businesses, schools, and other organizations across the country open their doors, yards and roofs to neighbors who are looking to learn more about how they can utilize renewable energy. It is about neighbors talking to each other about solar, energy efficiency, other sustainable upgrades, financing, recommendations on installers, local laws or issues.

Joining our Tour is easy! Showcase your home to others **in-person** by choosing which date(s) (October 2, 3 or both) and time(s) work for you to give tours of your home. **OR** join **virtually** by creating a video or photo tour that showcases solar and sustainable upgrades and why you went solar.

Sign up your Solar Site at **nationalsolartour.org/signup.** Select "**Solar Site as part of a Local Solar Tour**" and fill out the form in order. When prompted select **"<<SOLAR TOUR NAME>>"** from the drop down list.

For more details on how to sign up your Solar Site and tips on how to host the perfect in-person or virtual Solar Site, visit **nationalsolartour.org/resources**. Please email solartour@ases.org with any questions.

Thank You for Joining our Tour!



ASES NATIONAL SOLAR TOUR

EMAIL TO RECRUIT CUSTOMERS

Subject: Showcase your Solar on the <<Company Name>> Solar Tour!

Dear <<Customer's Name>>,

<<Company Name>> is teaming up with the American Solar Energy Society (ASES) by participating in the 2021 National Solar Tour, the nation's largest grassroots solar, renewable energy, and sustainable living event. Every year, ASES organizes the National Solar Tour, which aims towards promoting sustainable living in communities across the nation. This event will take place over two days (October 2-3), where homes and businesses show off their solar PV systems to in-person or remote audiences. As a valued customer of ours, we invite you to showcase your home virtually or in-person in our Local Solar Tour by signing up your home as a Solar Site as part of a Local Solar Tour under **<<Local Solar Tour Name>>**. The NST serves as an excellent opportunity to connect with others interested in solar technologies, answer questions, and demonstrate the numerous benefits of sustainable living.

In order to be mindful of the ongoing COVID-19 pandemic, your participation can range from an uploaded video "tour" of your Solar Site to a scheduled in-person tour of the site, yet any level of participation is greatly beneficial to your community. ASES has hosted the National Solar Tour for 26 year's and has created extensive resources to help you host your in-person or virtual event. The deadline to sign up your Solar Site as part of our Local Solar Tour is **August 15th** (this includes all supporting documents and materials).

To learn more about the National Solar Tour, registering your Solar Site as part of a Local Solar Tour and resources head over to nationalsolartour.org. If you have any questions, feel free to email Narelle Kipple, ASES's National Solar Tour Director, at **solartour@ases.org**.

Thank you,
<<Name>>
<<Title>>
<<Company Name>>
<<Email>>

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HOW TO FILM A VIRTUAL SOLAR TOUR:

WAYS TO FILM A VIRTUAL SOLAR TOUR:

- Film a selfie video - keep it simple and easy!
- Consider asking a spouse, housemate, or your children to help be videographer for you, that way you can focus on sharing your story in front of the camera.

SETTING UP THE SHOT:

- **CHOOSE A GOOD BACKGROUND:** If you or your videographer can get you and your solar panels in the shot that is ideal. If you can't make that shot work, include your electric vehicle, the inverter, an electric bill in your hand, or another green feature in your house. Otherwise, a nice shot of you in front of your house is great!
- **LIGHT IT UP:** Try shooting outside on a sunny day for the best lighting. If you are shooting inside, it's always best to turn on all the lights! Move close to a window or light source and make sure the light is facing you and not behind you.
- **SAY CHEESE:** Make sure to smile. Feel free to include any friendly family and pet faces at home with you.
- **CONSIDER NOISE:** If you choose to film your video outside, make sure to keep noise level in mind– such as traffic and construction. Try to reduce noise other than your voice as much as possible. You may need to do a few takes if you have any interruptions.
  If you have a set of headphones that have a microphone attached use it! The sound will be much better, particularly if you're outside. If you don't have a microphone, don't worry, the built-in microphone on your phone works just fine.
- **UP CLOSE AND PERSONAL:** Keep the distance between you and your videographer pretty close to make sure you can be well heard during your video.
- **GO SIDEWAYS:** Video is normally seen in horizontal (landscape) instead of vertical (portrait). So unlike selfie photos you take, go ahead and turn your phone so your video is being shot in landscape mode.
- **REMINDER:** Be sure to elevate the camera to eye level (put laptop on pile of books or something else if needed) and look in the camera rather than at your computer or phone screen. If filming outside hold your phone up to eye level as though you were having a conversation with a person.

WHAT TO SAY IN YOUR VIRTUAL SOLAR TOUR:

- The typical format for a virtual tour is to record an introduction and talk about your solar story and then take the audience on a tour to show off your solar system! Feel free to customize it to what works for you!
- Be sure to start off your video with your name, where you are located, and when/why you went solar
  - "My name is (name), I am located in (location). Welcome to the virtual tour of my solar (home, school, nonprofit, business). I/we went solar because (fill in with your solar story)".

- What else to share in your video:
  - How many kilowatts your system is or how many kilowatt hours your system produces each month
  - Why you decided to go solar
  - What was the process like going solar
  - Why you would encourage other people to go solar
  - What you wish you knew before that you now know about solar

WHAT TO HIGHLIGHT ON YOUR VIRTUAL SOLAR TOUR:

- Some ideas of what to include on your solar tour, feel free to customize as you see fit:
  - Solar Array
  - Inverter
  - Electricity Bill
  - Any other sustainability features at your home - for example, EV's, battery storage, composting, geothermal, grey water system, gardens, green building materials, etc.
  - Your family, pets, yard, scenery etc. - make it personal to you and your home solar system!

TIPS FOR YOUR VIRTUAL SOLAR TOUR:

- **KEEP IT SHORT AND SWEET:** Your video should ideally be no longer than 5 minutes but can be as short as 30 seconds. Keeping your video within this length will make it more likely that viewers will watch it all. The average watch time of the 2020 National Solar Tour video was 2 minutes and 30 seconds.
- **PRACTICE MAKES PERFECT:** Practice what you are going to say in your video a few times before starting to record. You can also record a few takes and choose which one you like best!

WANT TO GET MORE CREATIVE?

- Here are some other ideas to take your video to the next level!
  - Do you have an electric vehicle? Show off your solar powered ride. Give folks a quick tour of your charging station and walk through how your electric vehicle works!
  - Let your kids tell the story of how you went solar
  - Include your pets in the movie
  - Drone videos are a great addition if you have access to that technology
  - Download our National Solar Tour Sign for your family to use in a video or make your own sign!

UPLOAD YOUR VIDEO TO A PLATFORM:

- Upload your video to a platform that will host it. We suggest YOUTUBE or VIMEO.
- Once you have your link to the video, fill out a Solar Site sign up form and fill in your video link when asked

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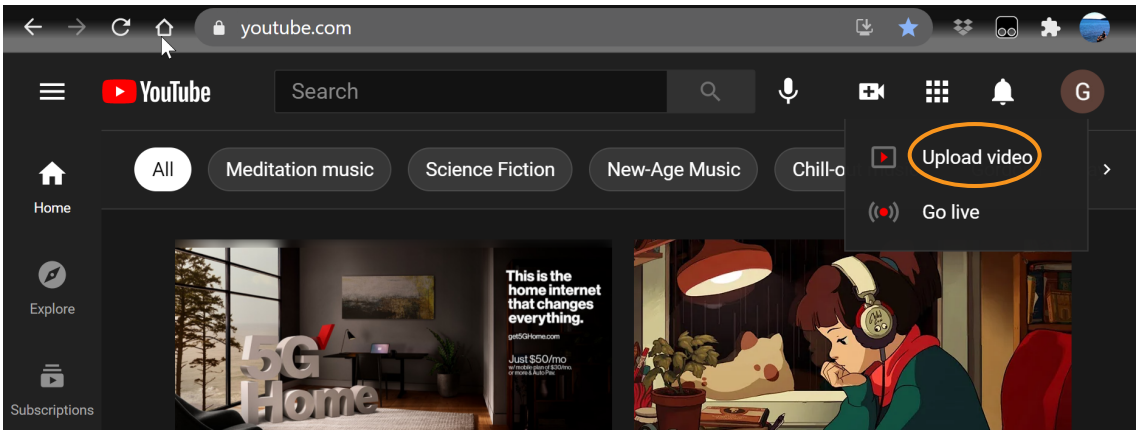
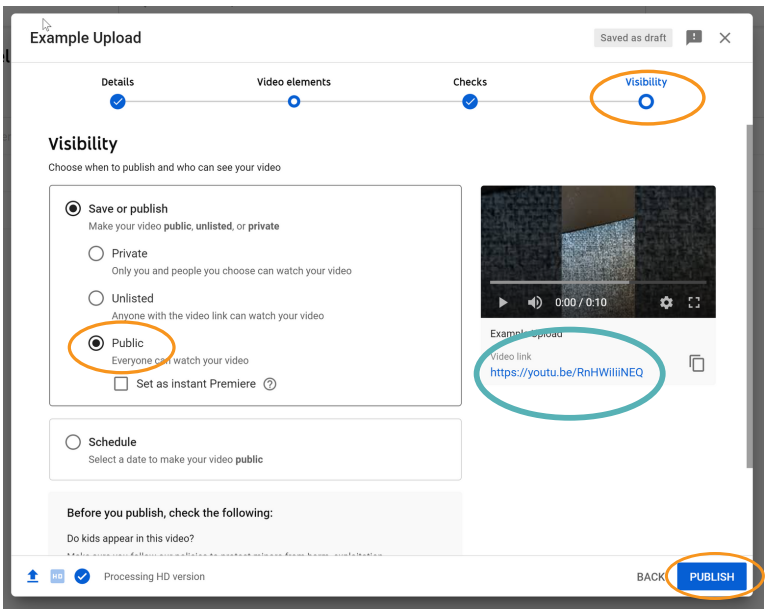
UPLOADING A VIDEO TO YOUTUBE

***For this option you must have a Google account. This can be a Google email.**

1) Go to **youtube.com** and click **SIGN IN** in the upper right-hand corner.
2) Once logged in, click the video camera button and hit **UPLOAD VIDEO**.



3) Click **UPLOAD VIDEO** and then **SELECT FILES** that you wish to publish.



4) While your video is uploading, choose a title and provide a short description of your video. You will be asked if your video is appropriate for children.
5) Click **VISIBILITY** and either choose **UNLISTED or PUBLIC.** Note: your video will not be viewable by others unless one of these options is selected.
6) Now **copy the provided link** and put this some place you will not lose it. Click **PUBLISH**.
7) The next pop-up window confirms that your video has been successfully published.
8) Finally, go to **nationalsolartour.org/signup** where you can sign up your Solar Site and share the link to your video!

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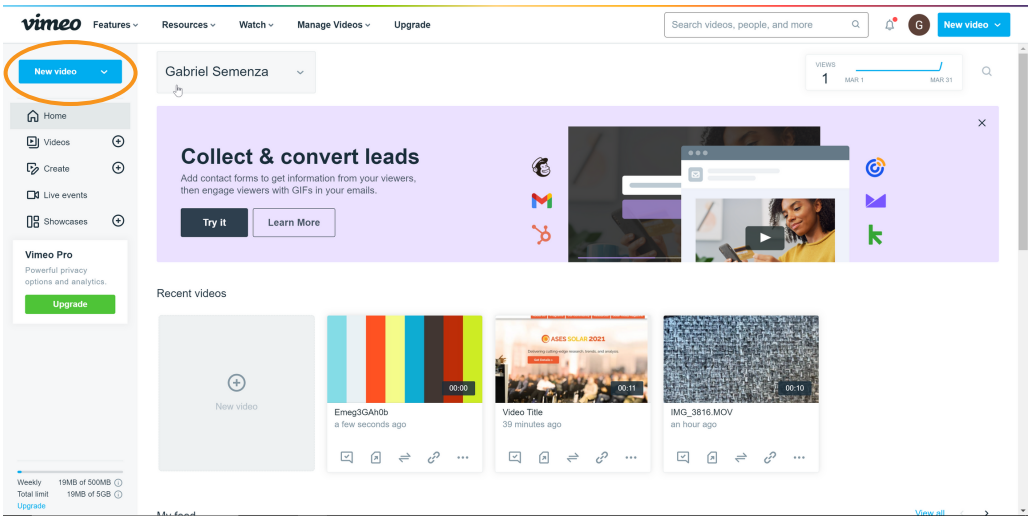
UPLOADING A VIDEO TO VIMEO

1) Go to **vimeo.com**, click **NEW VIDEO** in the upper right-hand corner and then hit **UPLOAD**.
2) Fill out your information to either create an account or log in with a previous account. Note: A Google/Gmail account can be used.
3) Once you are logged in, click **OR CHOOSE A FILE** and select the correct video file.
4) For those already logged into Vimeo, click the **NEW VIDEO** button on the left side of your screen and then find **UPLOAD**



5) Now that your file is uploading, you can edit its title underneath the image of your video and add a description.

6) Click the **LINK** button to copy the web address to your published video. This button can be found at the top of the screen, to the left of the **EMBEDDED** button. Note: for those with Vimeo subscription plans, be sure to set your privacy settings to public.
7) Finally, go to **nationalsolartour.org/signup** where you can sign up your Solar Site and share the link to your video!

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GO LIVE!

- Go live on Facebook Live or Instagram Live to let your friends and neighbors tune in and engage with you in real time about your solar system.
- If you decide to go live, please let us know on your Local Solar Tour or Solar Site form. We will reach out to you to find out when you plan on going live and to help you with your event! We will add your live stream to our events calendar and post the link to your Tour when you go live!
- Learn how to use Facebook Live and Instagram Live.
- Once you are done going live, save your video (by clicking the box in the bottom left corner) and then upload your video to your Tour Webpage for people who missed it to watch!

WAYS TO SHOOT YOUR PHOTO SOLAR TOUR:

- Print out a National Solar Tour sign to use in your photos
- Take some selfies - keep it simple and easy!
- Consider asking your spouse, child, or neighbor to help by being your photographer, that way you can be in some of the photos.
- Try to take a few different shots of each part of your system.

SETTING UP THE SHOTS:

- **CHOOSE A GOOD BACKGROUND:** If you can get photos of yourself with your system in the background that is ideal.
- **LIGHT IT UP:** Try shooting outside on a sunny day for the best lighting. If you are shooting inside, it's always best to turn on all the lights! Move close to a window or light source and make sure the light is facing you and not behind you.
- **SAY CHEESE:** Make sure to smile. Feel free to include any friendly family and pet faces at home with you.

WHAT TO HIGHLIGHT ON YOUR PHOTO SOLAR TOUR:

- Some ideas of what to include on your solar tour, feel free to customize to your family, business, school, etc:
  - Solar array
  - Inverter
  - Electricity bill
  - Electricity production data
  - Any other sustainability features at your home - for example, electric vehicle, battery storage, compost, geothermal, etc.
  - Your family, children, people working, pets, etc. - make it personal to you and your solar system!

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HOW TO: Sign Up a Solar Site as Part of a Local Solar Tour

REGISTER YOUR SOLAR SITE ASSOCIATED WITH A LOCAL SOLAR TOUR:

The official weekend of the National Solar Tour is October 2-3, but you can host a Solar Site anytime of the year. Solar Sites can be a home, business, school, government building, non-profit, religious institution, or an electric vehicle. Please make sure your Local Solar Tour organizer has already signed up your Tour before you sign up your Solar Site.

1. Go to **nationalsolartour.org/signup**
2. Select **"Solar Site as part of a Local Solar Tour"** for the first question
3. Then choose **"Add Entry"**
4. A new form will appear, please **answer the questions in the order they appear**.
5. Fill out your **contact information** for the main Solar Site organizer and any additional organizers. Please note, you can click the small **"+"** next to the last box on the right to add more than one additional contact.
6. Choose the Local Solar Tour you are associated with from the drop down list. If you do not see your Local Solar Tour then your Tour Organizer has not signed up your Tour.
7. Select the type of Solar Site you are hosting, then **input the name and description of your Solar Site**. Let attendees know your system size and what other features are at this site. If applicable, let us know the organization or company name.
8. Choose whether your Solar Site will be **in-person, virtual or a hybrid** Tour.

For an **in-person Solar Site**, please fill out the following:

- Select if you would like an **RSVP webpage** created for you or if you already have your own.
  - If you would like one created for you, let us know if you would like us to display your email for attendees to ask questions and upload a photo (landscape preferred) to feature on your RSVP webpage
  - If you already have your own website, please provide us the link so we can send attendees there.
- Add the **date(s) and time(s)** of your Solar Site Tour. Please note, you can click the small **"+"** next to the last box on the right to add more than one date/time.

For a **virtual Solar Site**, please fill out the following:

- Select if you would like a **webpage** for your virtual tour created for you or if you already have your own.
  - If you would like one created for you, select if you would like to **display your email** for attendees to ask you questions and **upload a photo** (landscape preferred) to feature on your webpage.
  - If you already have your own website, please provide us the link so we can send attendees there.
- To choose whether you would like to showcase your solar journey through **photos or a video**.
  - For **photos**, upload photos when prompted..
  - For a **video**, submit a Youtube or Vimeo link to your video.
- Choose if you will **livestream** parts of your Solar Site

For a **hybrid Tour**, please fill out the following:

- The **date(s) and time(s)** of your Solar Site tour - Please note, you can click the small **"+"** next to the last box on the right to add more than one date/time.
- Choose if you would like a **custom webpage** created for you or if you already have your own.
  - If you would like one created for you, choose if you would like to **display your email** for attendees to ask you questions and **upload a photo** (landscape preferred) to feature on your webpage.
  - If you already have your own website, please provide us the link so we can send attendees there.
- Tell us your **Solar Story.** Select how you would like to showcase your solar journey through a **photos or a video**.
  - For **photos**, upload photos when prompted..
  - For a **video**, submit a Youtube or Vimeo link directly to your video.
- Select if you plan on **live streaming** any part of your Solar Site tour.

9. Let us know about your previous National Solar Tour involvement.
10. Fill out the final details and additional information. **Be sure to sign up for our email list too!**
11. When your finished, select "**Add Entry**"
12. **Agree to Terms & Conditions**
13. When finished, select "**Submit**"

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PROMOTIONAL MATERIAL

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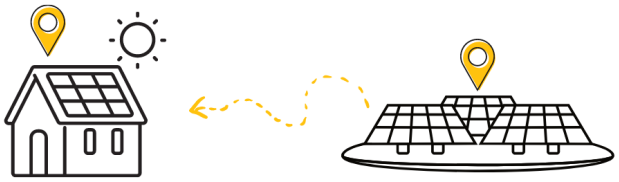
Happy Customers!
Join our Local Solar Tour
by showcasing your home in-person or virtually

Learn more below!

October 2-3, 2021
nationalsolartour.org



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Check out my Local Solar Tour!

Date:

Time:

Starting Location:

Details:

For more information go to nationalsolartour.org

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Join my
Local Solar Tour!

Tour Name:
Date(s):

Share your solar story with neighbors to promote solar adoption.

What do you have to do?
Show neighbors and tour goers the solar and sustainable features of your home, business, etc. Share the reasons you went solar and the benefits that came from it.

If you are interested or want more information, contact:

nationalsolartour.org

For more resources and printable versions of the graphics above go to **nationalsolartour.org/resources.**