



# TOUR SITE ORGANIZER TOOLKIT

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## REGISTER YOUR TOUR SITE:

The official weekend of the National Solar Tour is October 6-8, but you can host a Tour Site anytime of the year. Tour Sites can be a home, business, school, government building, non-profit, religious institution, or an electric vehicle.

1. Go to [nationalsolartour.org/signup](https://nationalsolartour.org/signup)
2. Select **"Tour Site"** 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 Tour Site organizer and any additional organizers. Please note, you can click the small "+" next to the last box on the right to add more contacts.
6. Select the type of Tour Site you are hosting, then **input the name and description of your Tour 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.
7. Choose whether your Tour Site will be **in-person, virtual or a hybrid** Tour.

For an **in-person Tour 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, please provide us the link so we can send attendees there.
- Add the **date(s) and time(s)** of your Tour 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 **hybrid Tour**, please fill out the following:

- The **date(s) and time(s)** of your Tour 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, 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 and answer the questions about your solar journey.
  - For a **video**, submit a Youtube or Vimeo link directly to your video.
- Select if you plan on **live streaming** any part of your Tour Site tour.

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 your finished, select **"Add Entry"**

11. **Agree to Terms & Conditions**

12. When finished, select **"Submit"**

## TIPS FOR TOUR SITE HOSTS

- Signage! Offer educational materials for sustainable aspects of homes
- Have the owner communicate if pictures are allowed or not (Note: ASES would love to share your pictures! Please send any to [solartour@ases.org](mailto:solartour@ases.org))
- Have host name badges
- Have the builders present if possible for questions from attendees
- Offer a laptop slideshow showcasing the sustainable aspects of home
- Adding home specs in the brochure of your site
- Add a list of resources: installers, builders, suppliers, designers to brochure
- Have explicit shoes off policy or offer reusable shoe covers
- Have photos of the houses in programs/brochures/maps
- Have anything on hand that physically shows construction details of the home (builders could supply)
- Emphasize energy efficiency before renewable energy consumption
- Making literature, brochures, business cards of builders, architects, installers available to attendees
- Providing light refreshments is a nice touch if you are comfortable providing some
- Most importantly... HAVE FUN!

Contact: [Your Name, Phone, Email]

For Immediate Release

**[Your Org Name] and the American Solar Energy Society Host the National Solar Tour in Support of the World's Largest Grassroots Solar Event.**

Homes, Schools & Businesses Nationwide are Participating in the 28th Annual ASES National Solar Tour in order to Help [your town] Residents Cut Energy Costs, Enjoy Tax Credits & Assert Their Energy Independence!

[(YOUR TOWN, STATE, Date)] – [Your organization name here] joins the nonprofit American Solar Energy Society (ASES) and hundreds of solar-savvy installers and grassroots organizations throughout America to showcase thousands of solar-powered homes, schools, and businesses — in [your town or region] and across North America in-person and virtually -- for the 28th Annual National Solar Tour, the world's largest grassroots solar event.

The event, slated for [date of Site Visit here], will showcase the solar technologies your neighbors are using to 1) drastically reduce monthly energy bills, 2) reduce harmful carbon emissions, and 3) enjoy rich tax credits and cash incentives as they improve their property values.

"The ASES National Solar Tour shows families and businesses real-life examples of how their neighbors are harnessing free energy from the sun to generate electricity, warm and cool their homes, heat water and slash monthly utility bills," [he/she] said.

On [date], [Name of your event/organization] will hold a Site Tour of [address of site]. [Details about Tour Site]

The self-guided National Solar Tour and Tour Sites have attracted more than 150,000 people in 49 U.S. states, the District of Columbia, and Puerto Rico. National Solar Tours afford participants the direct perspectives of homeowners and installers about the costs, processes, and economic and environmental benefits of going solar. The National Solar Tour also gives [use name of your citizenry, e.g. 'Coloradans' or 'San Diegans'] a glimpse at how a variety of solar systems look in and around structures with different architectural styles.

"The National Solar Tour demonstrates an array of practical and economical solutions available right here, right now. It encourages neighborhood conversations addressing the growing need for clean energy," ASES Executive Director, Carly Rixham, stated.

This National Solar Tour is free and open to the public [or, if your tour charges a nominal fee or donation, please describe here]. Learn more about sponsoring, hosting, or volunteering for a tour or Tour Site in your community at: [nationalsolartour.org](http://nationalsolartour.org).

**ABOUT [YOUR ORGANIZATION]:** [Add 2-3 sentences describing your organization here.]

**ABOUT THE AMERICAN SOLAR ENERGY SOCIETY:**

Since 1954 the American Solar Energy Society has led the renewable energy revolution. It is the nonprofit organization dedicated to increasing the use of solar energy, energy efficiency, and other sustainable technologies across North America. ASES leads national efforts to promote solar energy education, public outreach, and advocacy. [www.ases.org](http://www.ases.org).

## PLEASE SIGN IN

(Please print clearly)

Full Name	Email	Zip Code

ASES NATIONAL

 SOLAR TOUR

# TOUR SITE

**Date:**

**Time:**

[nationalsolartour.org](http://nationalsolartour.org)

## SOCIAL MEDIA CAPTIONS:

- **FACEBOOK:** The 2023 in-person and virtual National Solar Tour brought to you by @americansolarenergysociety is right around the corner. This event is the largest grassroots solar, renewable energy and sustainable living event in the nation. The Tour occurs October 6-8 showing a collection of Tour Sites and Local Tours around the country.  
Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Site Name>> details and RSVP at [nationalsolartour.org](https://nationalsolartour.org)! #NationalSolarTour #SolarTour2023 #<<Local Tour or Tour Site Name>>
- **TWITTER:** The 2023 in-person and virtual National Solar Tour brought to you by @ASES\_Solar is coming up on October 6-8. Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Site Name>> details and RSVP at [nationalsolartour.org](https://nationalsolartour.org)! #NationalSolarTour #SolarTour2023 #Solar
- **INSTAGRAM:** The 2023 in-person and virtual National Solar Tour brought to you by @ASES\_Solar is right around the corner on October 6-8. Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Site Name>> details and RSVP at [nationalsolartour.org](https://nationalsolartour.org)! #NationalSolarTour #SolarTour2023 #Solar
- **LINKEDIN:** The 2023 in-person and virtual National Solar Tour brought to you by @americansolarenergysociety is right around the corner. This event is the largest grassroots solar, renewable energy and sustainable living event in the nation. The Tour occurs October 6-8, showing a collection of solar and sustainable Tour Sites and Local Tours around the country.  
Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Site Name>> details and RSVP at [nationalsolartour.org](https://nationalsolartour.org)! #NationalSolarTour #SolarTour2023 # SolarMovement
- **ONLINE NEWSLETTER:** The 2023 in-person and virtual National Solar Tour brought to you by the American Solar Energy Society is right around the corner. This event is the largest grassroots solar, renewable energy and sustainable living event in the nation. The National Solar Tour will occur October 6-8, showing a collection of Tour Sites and Local Tours around the country.

Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Site Name>> details and RSVP at [nationalsolartour.org](https://nationalsolartour.org)! #NationalSolarTour #SolarTour2023 # SolarMovement

## BE SURE TO TAG ASES WE CAN SHARE YOUR POSTS!

- **Facebook:** @americansolarenergysociety
- **Instagram:** @ases\_solar
- **Twitter:** @ASES\_Solar
- **LinkedIn:** @American Solar Energy Society

Thank you for hosting a Tour and contributing to the National Solar Tour! For more resources and printable versions of the resources above go to **[nationalsolartour.org/resources](https://nationalsolartour.org/resources)**.

If you have any questions or need support, feel free to reach out to Lauren Reddington, National Solar Tour Director, at **[solartour@ases.org](mailto:solartour@ases.org)**.