



TOUR SITE ORGANIZER TOOLKIT

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HOW TO: **Sign Up a Tour Sites**

Register Your Tour Sites:

The official weekend of the National Solar Tour is October 3-5, but you can host a Tour Sites anytime of the year. Tour Sites can be a home, business, school, government building, non-profit, religious institution, or an electric vehicle.

Go to map.nationalsolartour.org/auth/sign-up

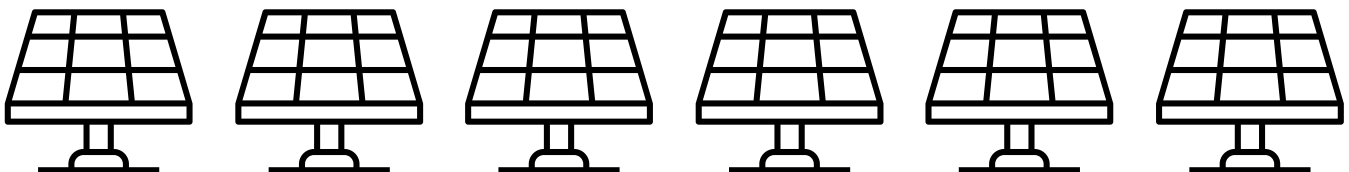
- Tell us your **Solar/Sustainability Story**. Select how you would like to showcase your solar journey through **photos or a video**.
 - For **photos**, upload photos and answer the questions about your solar journey.
 - For a **video**, submit a YouTube or Vimeo link directly to your video.

When finished, select "**Submit**"

ASES NATIONAL SOLAR TOUR

TOP 10 TIPS for Tour Sites

1. Signage! Offer educational materials and specs for sustainable aspects of home.
2. Print out a copy of a recent electric bill showing savings. If you have an app showing solar production, show it to tourgoers.
3. Have host name badges.
4. Have the builders, architects, or installers present if possible for questions from tourgoers.
5. Have a list of resources: materials, installers, builders, suppliers, financing. Share their contact info/business cards if available.
6. Emphasize energy efficiency before renewable energy consumption.
7. Offer a laptop slideshow or photos printed or on phone to share showcasing the sustainable aspects of home.
8. If having guests inside/open house style, have explicit shoes off policy or offer reusable shoe covers.
9. Providing light refreshments is a nice touch.
10. 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 30th 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 30th 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 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 Tour Sites Tour of [address of site]. [Details about Tour Sites]

The self-guided National Solar Tours and Tour Sites have attracted more than 150,000 people in 50 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 Sites in your community at: 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.

ASES NATIONAL

 SOLAR TOUR

SITE

Date:

Time:

SOCIAL MEDIA CAPTIONS:

- **FACEBOOK:** The 2025 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 3-5 showing a collection of Tour Sites and Local Tours around the country.
Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Sites Name>> details and RSVP at nationalsolartour.org! #NationalSolarTour #SolarTour2025 #<<Local Tour or Tour Sites Name>>
- **TWITTER:** The 2025 in-person and virtual National Solar Tour brought to you by @ASES_Solar is coming up on October 3-5. Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Sites Name>> details and RSVP at nationalsolartour.org! #NationalSolarTour #SolarTour2025 #Solar
- **INSTAGRAM:** The 2025 in-person and virtual National Solar Tour brought to you by @ASES_Solar is right around the corner on October 3-5. Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Sites Name>> details and RSVP at nationalsolartour.org! #NationalSolarTour #SolarTour2025 #Solar
- **LINKEDIN:** The 2025 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 3-5, 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 Sites Name>> details and RSVP at nationalsolartour.org! #NationalSolarTour #SolarTour2025 # SolarMovement
- **ONLINE NEWSLETTER:** The 2025 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 3-5, showing a collection of Tour Sites and Local Tours around the country.

Find my <<Virtual/ in-person/hybrid>> << Local Tour or Tour Sites Name>> details and RSVP at nationalsolartour.org! #NationalSolarTour #SolarTour2025 # SolarMovement

BE SURE TO TAG ASES WE CAN SHARE YOUR POSTS!

- **Facebook:** @americansolarenergysociety
- **Instagram:** @ases_solar
- **X:** @ASES_Solar
- **LinkedIn:** @American Solar Energy Society

Thank you for hosting a Local Tour and contributing to the National Solar Tour! For more resources and printable versions of the graphics above, go to nationalsolartour.org/resources.

If you have any questions or need support, feel free to reach out to solartour@ases.org.