

There are many ways to spread the word about clean energy and matching/bonus funds available from the Massachusetts Technology Collaborative for community renewable energy projects. Some strategies require close follow-up by you, some do not.

Many towns have found that you can significantly boost a campaign's success by identifying a specific clean energy project as an outcome for reaching the bonus goal.

### Contact Information and Permission to Follow Up

If you take sign-up "pledges" at enrollment-generating events, get contact information and permission to follow up after the event. Personal follow-up is critical because even motivated people often hesitate or forget to enroll because they still have questions about costs, bonuses, tax-deductibility, eligibility, etc.

### Outreach Methods

- Information table at "green" events
- "Clean energy campaign event" at Town Hall or other venue to sign up households and businesses. Give enrollees compact fluorescent light bulbs as an incentive/thank you.
- Get donated "raffle" prize(s) by local individuals or businesses to encourage clean energy signups. Examples: Northampton, Williamstown and Montague had a variety of prizes donated by local businesses
- Make a personal, live appeal (briefly speaking to the audience before a film or event) can raise effectiveness significantly.
- Request media coverage, and follow-up to make sure it happens.
- In-school campaigns - Amherst Regional High and Shutesbury elementary school promoted clean energy to parents and the community and gave out CFLs for enrollments. Use a showing of a film like "An Inconvenient Truth" to motivate/educate kids.
- "House parties" - People motivated to take action on climate change get together to learn about energy audits/efficiency behavior, etc. Motivated residents of NGRID territory could be asked to bring their own electricity bills so they can sign up at the house party.
- Outreach to "affinity" groups requesting help with sign-ups (CSA members, ecological group members, community garden groups, PTA, etc.)
- Faith group outreach ("Earth Stewardship" has universal appeal and people are motivated by faith). Ask minister to do an earth stewardship sermon, social justice committee could provide a flyer on the campaign.
- Brochures and displays at schools, libraries and businesses (increases public's familiarity with campaign's/programs' existence).
- Press release and/or letter to the editor: A citizen (high profile is good) enrolls and writes a letter to the editor about the campaign and recommends supporting clean energy. Send PR to paper for article.