



Step by Step Buy Solar

Team Get Your Sunny's Worth

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Why aren't more people switching to solar?

46%

Of homeowners have given serious thought to purchasing solar panels

6%

Of homeowners have actually installed solar

SOLAR STAGES



BUY SOLAR



SITE EVALUATION



RESEARCH

SOLAR STAGES



BUY SOLAR

Too Expensive



SITE EVALUATION

Lack of Momentum



RESEARCH

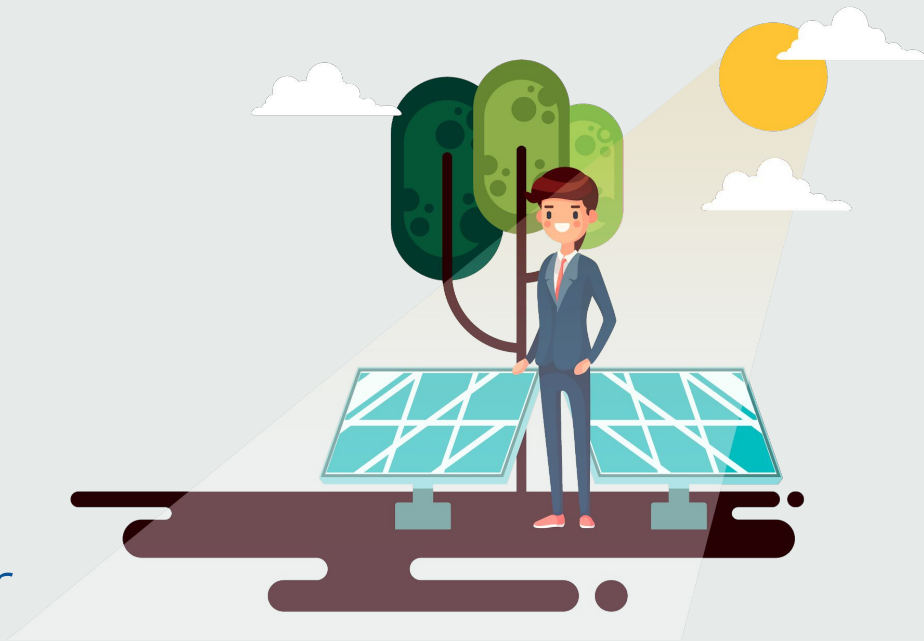
Ambiguity & Confusion

OUR INSIGHTS

If we help people

- 1.) **Easily research solar**
- 2.) **Maintain momentum**
- 3.) **Reduce cost**

more people will adopt solar



Step by Step Buy Solar

01

LAUNCH

Announce solar program and benefit

02

GENERATE INTEREST

Provide clear, concise, and individualized solar research

2.5

MAINTAIN MOMENTUM

Prevent drop-off and keep solar top of mind

03

DRIVE COMMITMENT

Increase saliency by encouraging site evaluations

04

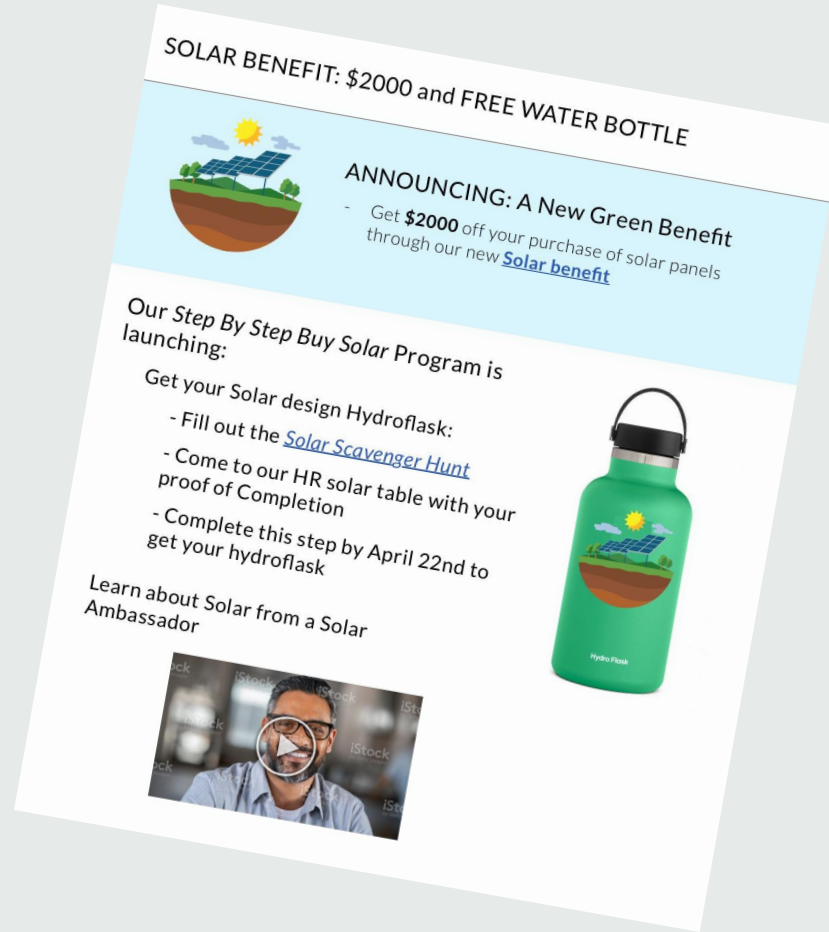
SEAL THE DEAL

Get employees to sign the solar contract

LAUNCH

COMPANY-WIDE EMAIL

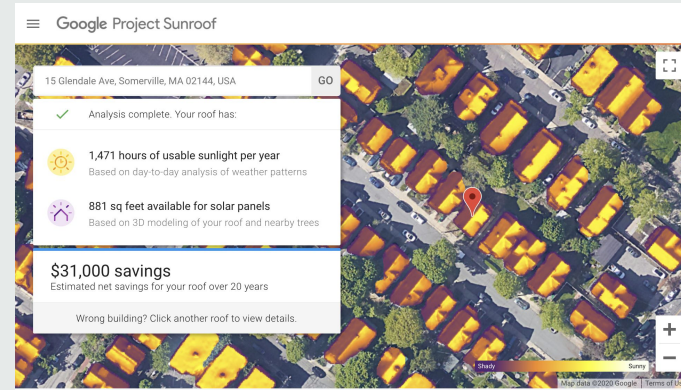
- ☀️ Introduction to Solar Benefit
- ☀️ Key Dates and Deadlines
 - ◆ Launch: First Day of Spring
 - ◆ Scavenger Hunt: Earth Day
 - ◆ Site Evaluation: First day of Summer



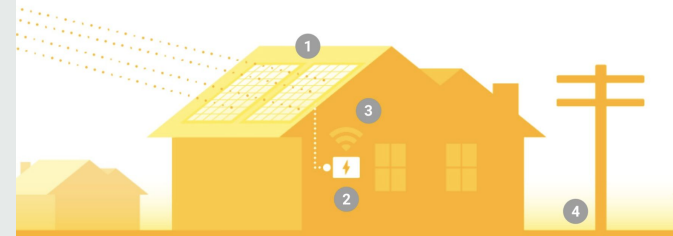
GENERATE INTEREST

SOLAR SCAVENGER HUNT

- ☀ Address common misconceptions
- ☀ Streamlined information about solar
- ☀ Personalized research w/ Google's *Project Sunroof*
- ☀ Deadline for completion
- ◆ Solar Swag Incentive



How does solar work?



Your solar installation

1 Solar panels

Solar panels are made up of photovoltaic (PV) cells, which convert sunlight into direct current (DC) electricity.

MAINTAIN MOMENTUM

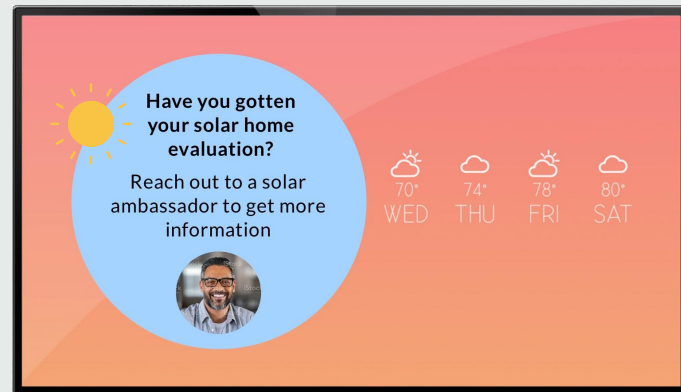
SOLAR AMBASSADOR PROGRAM

- ☀️ Spotlight Videos
- ☀️ Solar ambassador hoodie “ask me about my solar panels”



REMINDERS

- ☀️ Water Bottle Use
- ☀️ Targeted Emails
- ☀️ Digital Signage



DRIVE COMMITMENT

DIRECTORY OF SOLAR PEERS

- ☀️ Directory of coworkers for solar advice
- ☀️ Targeted Email (home evaluation tracker)

INCENTIVES

- ☀️ "Green Time" for a home evaluation
- ☀️ Donation to Green Charity

CONTINUE YOUR SOLAR JOURNEY!



You're already **ONE THIRD** of the way on your Solar Journey.
Over **300** of your coworkers have already completed their **HOME EVALUATION**.

SOLAR HOME EVALUATION:

- **Green Time Off** : get time off during work hours to complete the evaluation
- **\$50** Donation to Charity
- *Not sure where to start?*
- Get a information on solar providers in you area from our [Solar Directory](#)

Solar Ambassador Spotlight Video



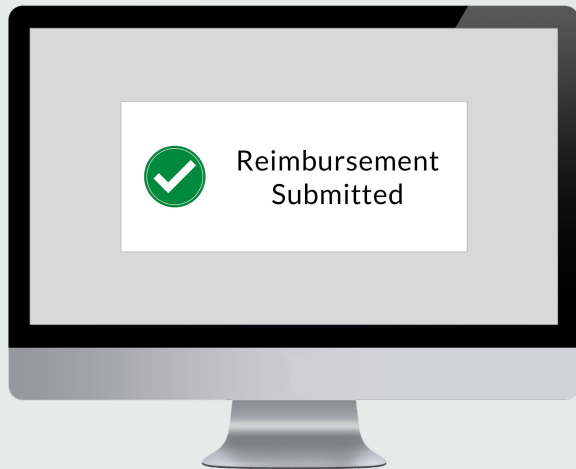
"I got solar panels so I can make the world greener for my kids"

SEAL THE DEAL

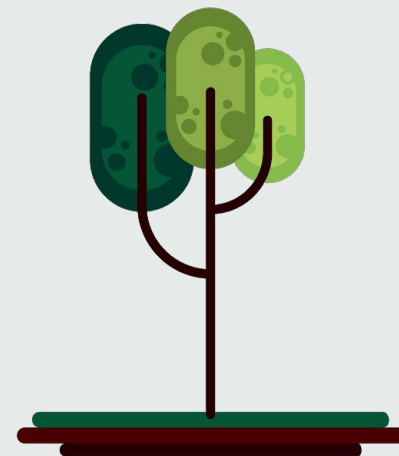
\$2000 SUBSIDY

FRAMING STRATEGIES

- ☀ Monthly Costs vs. Monthly Savings
- ☀ Long Term Investing Value
- ☀ Value of Benefit in relation to Salary
- ☀ Increase in Property Value



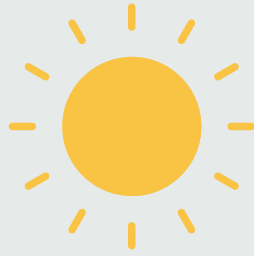
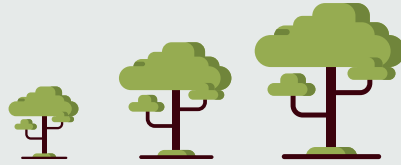
ESTIMATED COMPANY COSTS PER EMPLOYEE:



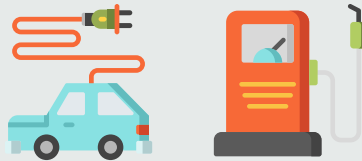
Total: \$3,000

*Donation to come from Corporate Giving Budget

Beyond Solar



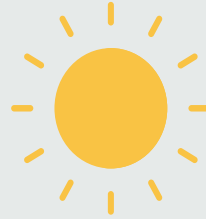
Green
Benefits
Package



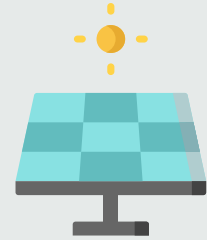
OVERALL, THIS PROGRAM WILL:



**SIMPLIFY THE SOLAR
RESEARCH PROCESS**



**BOOST MOMENTUM &
INCENTIVIZE
PARTICIPATION**



**HIGHLIGHT THE
FINANCIAL AND
ENVIRONMENTAL VALUE
OF SOLAR**



THANK YOU!

Does anyone have any questions?

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