



BRING SOLAR TO YOUR COMMUNITY: BECOME A PROGRAM PARTNER!

Community outreach and education are crucial to a Grow Solar program's success. Each MREA-supported program relies on partnership with local municipalities, organizations, non-profits and financial institutions to get the word out and drive participation.

Why should you bring a Grow Solar group buy to your area? Individuals get lower-cost solar, local installers get a steady flow of business and the whole community gets closer to its sustainability goals. Everyone wins!

PROMOTE THE GROUP-BUY PROGRAM

Solar group buys couple free solar education with the power of bulk purchasing to make going solar easier and more affordable for home and business owners. Community members learn about solar energy together, and have an opportunity to purchase solar at a below-market price due to a bulk-buying rebate. The more people that join the group-buy, the larger the rebate becomes!



PROMOTE SOLAR POWER HOURS (SPH)

Each program provides free, public, educational sessions called Solar Power Hours. Attendees learn about how solar energy works, and the financing options and incentives of the program. Grow Solar partners spread the word about these events to their members or audience, increasing attendance and participation.



WHAT PARTNERS ARE SAYING:

"We couldn't have launched a large-scale residential solar program so quickly and so successfully without MREA's approach. The results exceeded our expectations—more awareness, more solar at an affordable price, and more connections with our partner cities."

– Becky Soglin, Sustainability Coordinator, Johnson County, IA, Gold Partner

"I can't think of anyone with as much experience doing community-level solar education and bulk solar program management as MREA. [They] helped us dramatically lower the cost of solar in our area which has resulted in a record amount of solar installations."

– Scott R. Tess, Environmental Sustainability Manager, City of Urbana, IL, Gold Partner



GROW SOLAR

HOW IT WORKS: CHOOSE YOUR PARTNERSHIP LEVEL

GOLD PARTNER

Partner will complete each of the following:

- Assist with networking with local organizations, municipalities and media.
- Promote the Grow Solar program weekly via typical means of promotion (i.e. Facebook, Nextdoor, website posts, newsletters, email blasts, etc.)
- Place one or more yard sign(s) or banner(s) at your location (if applicable)
- Distribute/post print program materials (if applicable)

Partner will complete one or more of the following:

- Join program advisory committee
- Assist with inviting local stakeholders to join advisory committee (if applicable)
- Join program group calls (weekly to monthly calls depending on program progress)

Partner will complete one or more of the following:

- Co-host a virtual SPH
- Provide a venue for a SPH
- Provide solar financing options or advising for the program

In exchange, Grow Solar will provide the following:

- All Silver and Bronze benefits
- Your organization mentioned in all program press releases (released at all benchmark achievements and other newsworthy accomplishments)
- Your organization or logo included in all program print and digital promotion and educational materials (please provide logo upon signing up)
- Short e-news feature for your organization included in our program email blasts (sent to all interested participants: provide upon signing up)

SILVER PARTNER

Partner will complete each of the following:

- Assist with networking with local organizations, municipalities and media.
- Promote the Grow Solar program weekly via typical means of promotion (i.e. Facebook, Nextdoor, website posts, newsletters, email blasts, etc.)
- Place one or more yard sign(s) or banner(s) at your location (if applicable)
- Distribute/post print program materials (if applicable)

Partner will complete one or more of the following:

- Co-host a virtual SPH
- Provide a venue for a SPH
- Join program advisory committee
- Assist with inviting local stakeholders to join advisory committee (if applicable)
- Join program group calls (weekly to monthly calls depending on program progress)
- Provide solar financing options or advising for the program

In exchange, Grow Solar will provide the following:

- All Bronze benefits
- Social media post (Facebook) highlighting your organization (please provide Facebook handle upon signing up if applicable)
- If co-hosting, your logo and website will be included in the SPH follow-up email (sent to all attendees)
- Photographs and descriptions of completed projects for your organization's website/outreach

BRONZE PARTNER

Partner will:

- Promote the Grow Solar program upon signing up via typical means of promotion (i.e. Facebook, Nextdoor, website posts, newsletters, email blasts, etc.)
- Place one or more yard sign(s) or banner(s) at your location (if applicable)
- Distribute/post print program materials (if applicable)

Grow Solar will provide the following:

- Clickable logo for your organization on Grow Solar program website (provide upon sign up)
- Your organization's logo included in SPH presentation slides
- Program results to add to your annual report, sustainability page, or report out to your networks and community



CONTACT:
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LEARN MORE:
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