



DENVER SOLAR CO-OP

The Power of Community Outreach

How can I help make an impact?

Become a partner! Our most successful solar co-ops are when trusted voices help spread the word about this opportunity.

Over half of our members hear about the Denver Solar Co-op through newsletters, friends and neighbors, and resources from the City and County of Denver. This toolkit provides content and templates for you to use in outreach to your community network. Additionally, staff and volunteers with the Denver Solar Co-op are available to attend events, distribute materials, and provide presentations virtually or in-person. We welcome creative outreach methods!

For questions, comments, to become a partner, or join our active steering committee:
Email Bryce Carter at bcarter@solarunitedneighbors.org or call 720-295-3804.

Denver Solar Co-op Basics

What is this initiative?

The Denver Solar Co-op is a joint initiative by the City and County of Denver and the nonprofit Solar United Neighbors to help grow solar adoption in our community.

A solar co-op is a member-led, streamlined group-buy process to help residents go solar and save money. The co-op is free to join, has no obligation to go solar, and can help save money on projects. 62 families and businesses in Denver have gone solar through our co-ops so far, having invested \$869,000 into the community with a projected energy cost savings of \$1.5 million over the next 25 years.

What is the Denver Solar Equity Rebate Pilot Program?

Starting with our 2021 Denver Solar Co-op, income-qualifying members can receive a \$3,000 rebate for solar and a \$2,000 rebate for battery storage for their project while funding is available.

Members who meet low-to-moderate income eligibility requirements will qualify for a \$3,000 solar rebate and \$2,000 battery rebate towards the cost of their project. A hardship



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fund will support unforeseen circumstances, such as necessary roof repairs. The Denver Office of Nonprofit Engagement (D-ONE) will assist residents interested in additional bill savings by connecting them to non-profits administering income-qualified energy efficiency programs.

Toolkit Contents

The following resources are intended to make outreach quick and easy!

1. Newsletter Template
2. Email Template
3. Online and Social Media Outreach
4. Potential Engagement Events
5. Flyers, Handouts, and Digital Content
6. Contact Information

1. Newsletter Template

Opportunity for Denver residents and businesses to go solar

With our bright sunshine, Denver has excellent solar resources! Going solar is more affordable than ever, a great way to save money on your energy bills, reduces air pollution, and helps Denver reach its climate goals.

The City and County of Denver and the nonprofit organization Solar United Neighbors have partnered to launch the next [Denver Solar Co-op](#)! A solar co-op is made up of residents and business owners who want to enjoy a simple process for going solar and save extra money by going together as a group. The solar co-op is free to join with no obligation to install and will include battery and electric vehicle charging installation options. 2022 is the last year the federal tax credit will be available to receive 26% off the cost of your solar system. **Income-qualifying members can also receive a \$3,000 rebate off the cost of going solar!**

Learn more and sign-up at: solarunitedneighbors.org/Denver

Why join a solar co-op?

- **Easy access to information.** Our *vendor-neutral* solar experts are here to help you understand how solar works and make the best decision for your energy needs.
 - **On-demand experts.** You can call or email us anytime you need help. We'll be here now and long after you install your solar system.
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- **Member-driven process.** Solar United Neighbors, a not-for-profit organization, requests bids on your behalf and then a committee of your fellow co-op members meet to assess the pros and cons and select the best installer for the group.
- **Community.** You'll join the growing solar movement. You'll have a built-in network of support and inspiration from others who, like you, are taking a stand for energy freedom and advancing the clean energy economy.
- **Big impact!** Going solar creates jobs and puts energy production and its benefits back in the hands of people, while contributing to cleaner air and water for everyone.

For questions, feedback, or to help with the effort, please contact Bryce Carter at bcarter@solarunitedneighbors.org.

2. Email Template

Hi {{name}},

The 2021 Denver Solar Co-op has launched! Solar United Neighbors is working with the City and County of Denver to bring interested home and business owners together into a group, called a solar co-op. SUN provides unbiased, installer-neutral support through each stage of the process of going solar. Their experienced team ensures you understand how solar works, how it can be financed, and how it can be installed on your home.

Co-ops take advantage of the group's bulk-purchasing power to get discounted pricing and a quality installation. Co-op volunteers choose an installer on behalf of the entire group through an open and competitive bidding process. The selected installer provides everyone in the group with a personalized proposal for their consideration; there is no obligation to install. Income-qualifying residents can also receive a \$3,000 rebate off the cost of their solar project!

Join the Denver Solar Co-op today at: solarunitedneighbors.org/Denver

3. Online and Social Media Outreach

[Facebook/Instagram](#)



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- Go solar as a group with the Denver Solar Co-op! With the help and expertise of @SolarUnitedNeighbors, Co-op members use their group-purchasing power to get discounted pricing and a quality installation. No cost to join and no obligation to install. Income-qualifying customers can receive a \$3,000 rebate off the cost of their project. Learn more and become a member today at solarunitedneighbors.org/Denver
- Ever heard of the #Denver Solar Co-op? It's an opportunity to go solar with discounted pricing and a quality installation! All through the power of group-purchasing. No cost to join. No obligation to install. And easy access to information and the expertise of @SolarUnitedNeighbors. Learn more: solarunitedneighbors.org/Denver

Twitter

- Discover what going solar means for you! The @SolarNeighbors #Denver Solar Co-op is free to join with no obligation to go solar: solarunitedneighbors.org/Denver
- Go solar as a group with the @SolarNeighbors #Denver Solar Co-op! Attend or watch an info session to find out more! solarunitedneighbors.org/denver/events
- Income-qualifying residents in #Denver can receive a \$3,000 rebate to go solar with the solar co-op! The co-op is free to join with no obligation to go solar: solarunitedneighbors.org/Denver
- Questions about how the #Denver Solar Co-op works or how to get involved? Join our #webinar this **{{insert date and time}}** at solarunitedneighbors.org/denver/events. @SolarNeighbors will walk you through solar technology, economics, incentives, and more!

Share on Community Calendars

Look up events at solarunitedneighbors.org/denver/events and post information on relevant community calendars including:

- Your local newspaper
 - Community magazines or newsletters
 - Online community calendars
 - Local bloggers
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4. Potential Engagement Events

The easiest and most accessible way to support community outreach is to tie into existing events. If your organization is planning, a part of, or aware of upcoming events you think we should participate in, please let us know! Some events include:

- **Registered Neighborhood Organization Meetings:** Local neighborhood gatherings are one of the best ways to build engagement and foster dialogue.
- **Community-based Organization Meetings:** Delivering messages and materials through local voices helps instill trust.
- **Community gatherings:** Whether a block party, special celebration, or farmers' market, these gatherings provide an opportunity to share information amongst a close-knit community.
- **Panel Discussion:** Explore important topics related to solar and distributed energy, elevate important voices through sharing stories, and identify opportunities and challenges.

Safety and Accessibility: COVID-19 remains a danger to public health; safety considerations and disclosures should be provided for in-person events. Where applicable, Spanish interpretation, sign language, or CART services may be provided if requested at least three days prior to a meeting. For other public accommodation requests or concerns related to a disability, contact the event host and/or DisabilityAccess@denvergov.org.

5. Flyers, Handouts, and Digital Content

The following linked materials may be updated periodically with new partner logos and information. All materials are [available for download here](#). Spanish language materials are in development. Printed or customized materials may be requested by emailing bcarter@solarunitedneighbors.org.

- **[Denver Solar Co-op Information Handout \(PDF\)](#)**
The primary information handout for the Denver Solar Co-op. Provides a summary of the solar co-op and process. Best used as a handout at events.
 - **[Solar Equity Pilot Program Information Handout \(PDF\)](#)**
A companion document to the “Denver Solar Co-op Information Handout.” Provides a
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summary of opportunities for income-qualified Denver residents. Best used as a handout at events.

- **[Social Media Images \(Folder\)](#)**

Intended as graphics to accompany the social media content.

- **[Solar Co-op Flyer with QR code \(PDF\)](#)**

Intended for hanging on bulletin boards and other high traffic areas. Can be customized for specific event details.

- **[Quarter Sheet \(PDF\)](#)**

Intended for having available at counters or handing out at events.

- **[Yard Sign Example \(JPG\)](#)**

Delivered by request.

6. Contact Information

- **Solar United Neighbors**

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