



# DENVER SOLAR CO-OP

## The Power of Community Outreach

### How can I help make an impact?

**Become a solar ambassador! 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](mailto: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. Email Template
2. Online and Social Media Outreach
3. Potential Engagement Events
4. Flyers, Handouts, and Digital Content
5. Contact Information

## 1. Email Template

Hi {{name}},

I wanted to share with you an opportunity that I'm excited about and that I thought you may be interested in as well.

Have you heard of the Denver Solar Co-op? 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. 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!

Here's a link with more information: [solarunitedneighbors.org/Denver](https://solarunitedneighbors.org/Denver)

## 2. Online and Social Media Outreach

### Facebook/Instagram

- I'm going solar, and here's how! With other members of the Denver Solar Co-op, we are using group-purchasing power to get discounted pricing and a quality installation. Top reasons I joined the co-op? No cost to join. No obligation to install. Easy access to
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information and on-demand experts at @SolarUnitedNeighbors. Learn more, become a member: [solarunitedneighbors.org/Denver](https://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, become a member: [solarunitedneighbors.org/Denver](https://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](https://solarunitedneighbors.org/Denver)
- Join me in going 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](https://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](https://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](https://solarunitedneighbors.org/denver/events). @SolarNeighbors will walk you through solar technology, economics, incentives, and more!

## NextDoor

Hey neighbors, let's go solar as a group with the Denver Solar Co-op! With the help and expertise of Solar United Neighbors, Co-op members use their bulk-purchasing power to get discounted pricing and a quality installation. No cost to join. No obligation to install. A \$3,000 rebate is available for income-qualified residents. Learn more and become a member today at <http://solarunitedneighbors.org/denver>

## Share on Community Calendars

Look up events at [solarunitedneighbors.org/denver/events](https://solarunitedneighbors.org/denver/events) and post information on relevant community calendars including:

- Your local newspaper
  - Community magazines or newsletters
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- Online community calendars
- Create an event on NextDoor
- Local bloggers

## 3. Potential Engagement Events

There are a wide variety of fun ways to engage others about the exciting opportunity a solar co-op can provide both virtually and in-person. These events could include:

- **Host a House Party:** Local neighborhood gatherings are one of the best ways to build engagement and foster dialogue whether it's a BBQ, wine-and-cheese meet-and-greet, solar home tour, and more.
- **Coordinate a Movie Showing:** A variety of engaging movies are available including Jonathan Scott's Power Trip, Catching the Sun, Happening: A Clean Energy Revolution and more.
- **Panel Discussion:** Explore important topics related to solar and distributed energy, elevate important voices through sharing stories, and identify opportunities and challenges.
- **Set Up Solar Trivia:** Test your solar knowledge with a fun event that can be hosted at the local brewery or online.

**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](mailto:DisabilityAccess@denvergov.org).

## 4. 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](mailto:bcarter@solarunitedneighbors.org).

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# DENVER SOLAR CO-OP

- [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 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.

## 5. Contact Information

- **Solar United Neighbors**  
Bryce Carter  
Colorado Program Director  
720-295-3804  
[bcarter@solarunitedneighbors.org](mailto:bcarter@solarunitedneighbors.org)
  - **City and County of Denver**  
Alyssa Russell  
Energy Policy Advisor  
720-865-5541  
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**OUTREACH TOOLKIT**  
CO-OP MEMBERS AND RESIDENTS

# DENVER SOLAR CO-OP



**DENVER**  
CLIMATE ACTION,  
SUSTAINABILITY &  
RESILIENCY



- **Denver Office of Nonprofit Engagement (D-ONE)**  
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