

Charlestown Marketing and Outreach Plan:

Marketing and Outreach will have two main components:

- Initial broad outreach of the entire town
- Later more targeted marketing and outreach

Initial broad outreach:

The Initial broad outreach will attempt to reach all households in Charlestown to raise awareness of the program. The goal of the initial outreach would be to make contact with all households with an interest in solar and to identify these households for follow up throughout the promotional period.

- The initial outreach stage would begin in April as soon as Charlestown is chosen to participate in the program using existing and effective communication tools.
- This initial outreach would consist of informational emails to all members of the community who have signed up for the Town emails. This Town email list currently has over 1,000 subscribers.
- Similar informational emails would be sent by the Charlestown Citizens Alliance to their email list of approximately 1000. The Charlestown Citizens Alliance also has a popular website and Facebook page. Posts at <http://charlestowncitizens.org/> would either push readers to the Town website or Solarize website where there would be promotional material and/or a signup form for interested persons. Solarize team member Ruth Platner is the Webmaster at the CCA website.
- The Charlestown Citizens Alliance (CCA) Facebook page at <https://www.facebook.com/CharJestownCitizens/> has over 640 subscribers. If the CCA can be reimbursed, they can boost a Facebook post, or series of posts to every Facebook member with a connection to Charlestown. This would cost \$10 to \$30 per Facebook campaign.
- Other CCA Facebook posts will be sent that don't require boosting. If a post sparks an initial interest with enough Facebook accounts, these can be as successful as a boosted post.
- The CCA e-mails, website, and Facebook posts would begin in April and continue throughout the entire marketing program. These would require about three hours a week of writing, design, and publishing.
- In May, a Town of Charlestown "Pipeline" newsletter will be sent to all Charlestown households by postal mail during the Town budget process this spring. A story about the Solarize program would be placed in this newsletter with links to the Solarize website and/or a signup form. This newsletter is sent to 5000 Charlestown households and additional copies are left at the Cross Mills Library and at the entrance to Town Hall. Writing this newsletter story would require about five hours of writing and design work.
- If the Town Council and Budget Commission agree, the Town could commit to some town buildings well suited to solar, such as the beach pavilions, to join the program. The approximate cost of these could be made part of the budget as a separate question for the voters to vote on.

Having a financial question on the ballot is sure to spark public interest and public discussion and increase public awareness of the project. The all day budget referendum is held in early June.

- We will reach out to local businesses to join the program and/or assist with the second phase of promotion. This would require about 20 to 30 hours of visiting and talking to local businesses.
- In each of these outreach efforts, we will collect email addresses or other contact information for later stages of outreach.

Targeted outreach:

After the initial outreach to make the largest number of people possible aware of the project, there would then follow more targeted outreach, while continuing broad community outreach.

- We will prepare a brochure to place into the hands of all interested citizens. We will also create posters to place in public places. The Town will print the brochures and posters. All printed materials will include contact information for the Charlestown Solarize team and links to webpages with information. Creating a brochure requires about 16 hours of design work.
- We will keep the brochure on a table at the entrance to Town Hall.
- We will follow up with anyone who had signed up on any forms or comment sections of blog posts.
- Solarize team members will attend the Charlestown Land Trust Farmers Market on Friday mornings after it opens after Memorial Day with a table set up to explain the program in detail to anyone interested. We'll have brochures here for any interested person. The Farmers Market is open for three hours and would require Solarize team members or members of the Land Trust to man the table and answer questions from interested members of the public. The Farmers Market runs from Memorial Day to Labor Day.
- We will provide local businesses, the public library, and other public places with posters to display and copies of the brochure to advertise the program.
- We will have a public program(s) at the Cross Mills Library or Kettle Pond Visitor Center to provide more detailed answers to anyone who has expressed interest and to bring in more interested households.
- For each stage in the program and whenever there might be any news, we will write letters to the editor, create blog posts at the CCA website, and push all of those posts to email lists and Facebook accounts. These posts would always link to the signup forms at Solarize website.