

# SOLAR UNITED NEIGHBORS



## GREENLIGHT GREENPAPER

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The GreenLight Solutions Project Team assisted Solar United Neighbors in leading a solar co-op information session. Team members gained experience in marketing and content creation to spread the word about the co-op. The team became knowledgeable in solar energy concepts, then educated community members in their virtual information session.

CREATED BY GREENLIGHT AT  
ARIZONA STATE UNIVERSITY: SPENCER PERILLO |  
ASHLEE TAYLOR | LEANDRO BERTOLA | JACOB DANZER  
| JOSHUA VERDUGO | JOSEPH WEEKS | EMMA  
HAMMOND

PROJECT PARTNER: SOLAR UNITED NEIGHBORS  
BRET FANSHAW

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## Challenges & Opportunities

Solar United Neighbors (S.U.N.) came to Greenlight to overcome marketing based challenges such as advertising the co-op and locating potential co-op participants. By creating marketing materials and developing a marketing campaign, GreenLight Solutions and S.U.N. created an opportunity space that located new, potential solar customers. Additionally, the onset of COVID-19 created a disturbance in the traditional means of delivering their informational session- in person, which forced a reorganization of our original plans. This challenge presented a unique opportunity as it allowed S.U.N. and GreenLight Solutions to develop new strategies to present and deliver the material.

## Recommended Solutions

Originally, our campaign consisted of in-person labeling events, fliers, and social-media campaigns. We quickly adapted and moved to spreading the message online. We located several spaces to table at, including Uptown Farmers Market and First Friday. We fortunately accomplished a number of our in-person events before the quarantine started. During the quarantine, we broadened the scope of our social media marketing campaign and found success. This outcome showed us that it is strategic for S.U.N. to widen their online media presence.

## Project Benefits

### **BENEFITS TO PROJECT PARTNER**

Our team helped **five new homes** go solar, supporting S.U.N. in fulfilling their mission. In addition, S.U.N. was able to explore alternative marketing strategies.

### **BENEFITS TO SOLUTIONEERS**

We were able to gain hands-on experience in public speaking, marketing, and content creation. Our team became educated on the solar energy process (i.e. science, installation, residential solar, state utilities, and government policies). Additionally, project members were able to get a taste of the nonprofit world, a profession that some of our team members may someday occupy.

### **BENEFITS TO THE COMMUNITY**

Again, five new homes are now powered by solar. Residents were able to gain unbiased information on solar energy in order to make an informed decision when deciding if solar was the best choice for their home.