

Conduct one-on-one outreach where people gather and help them take action right away

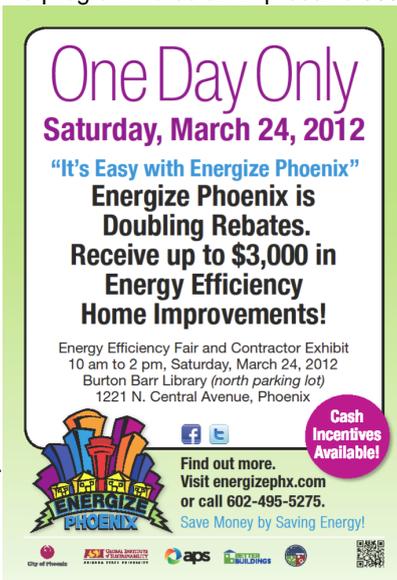
Programs that conducted one-on-one outreach found that community events provided good opportunities for the program and its partners to connect and build credibility with potential customers. Particularly successful events were ones that attracted the program's target audience and aligned with their program's messaging—such as an Earth Day celebration, home improvement expo, or green fair—because these events had established participants.

Programs found events to be the most successful when the program provided the opportunity for interested homeowners to take action (e.g., sign up for a neighbor-hosted information session, schedule a home energy assessment) right on the spot. Every program found that some events they thought would be great actually deliver fewer leads than expected, so it is important to track the number of leads and program participants that result from each event to determine the effectiveness of participating.

Neighborhood canvasses or "sweeps," were another tactic used by some programs to directly reach potential customers. Sweeps can be time- and labor-intensive undertakings that some programs found to have the greatest impact when targeting specific communities likely to participate in the program. Sweeps were successful for some programs, but not all. A comprehensive [evaluation](#) [1] of more than 140 programs across the country suggests that programs engage in a concerted priming effort in the target area before canvassing the neighborhood. Learn more about neighborhood sweeps in the [Marketing and Outreach Develop Implementation Plans handbook](#) [2].

- [Energize Phoenix](#) [3] held a community energy efficiency exhibit and contractor fair at the local library to promote its "One Day Only" financial incentives of up to \$3,000 per home. Sixteen out of 25 approved contractors participated. More than 500 people attended, 125 homeowners signed up for a home energy assessment on the spot, and the program noted an impressive 58% conversion rate from home energy assessments to home energy

upgrades.



Source: Energize Phoenix

- [Sacramento Municipal Utility District's Neighborhood Program](#) [4]—a Better Buildings Neighborhood Program partner in California—promoted its home energy upgrade program at high school fundraisers, outdoor concerts, homeowner association meetings, parent-teacher association meetings, car shows, and other community events. The program sent direct mail pieces to invite homeowners to attend, speak directly to the participating contractors, and sign up for a free home energy assessment at the event. At some events program staff also had activities for children and prizes or giveaways for homeowners who signed up for their free assessment. The program found that 65% of homeowners who heard about the program did so through these community events.

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Source URL: <https://rpsec.energy.gov/tips-for-success/conduct-one-one-outreach-where-people-gather-and-help-them-take-action-right-away>

Links

- [1] <http://energy.gov/eere/better-buildings-neighborhood-program/accomplishments#reports>
- [2] <https://rpsec.energy.gov/handbooks/marketing-outreach-%E2%80%93-develop-implementation-plans>
- [3] <http://energy.gov/eere/better-buildings-neighborhood-program/phoenix-arizona>
- [4] <http://energy.gov/sites/prod/files/2014/01/f6/d1-rodriquez.pdf>