

# Turning solar customers into solar advocates

## Why installers need an active network of solar supporters

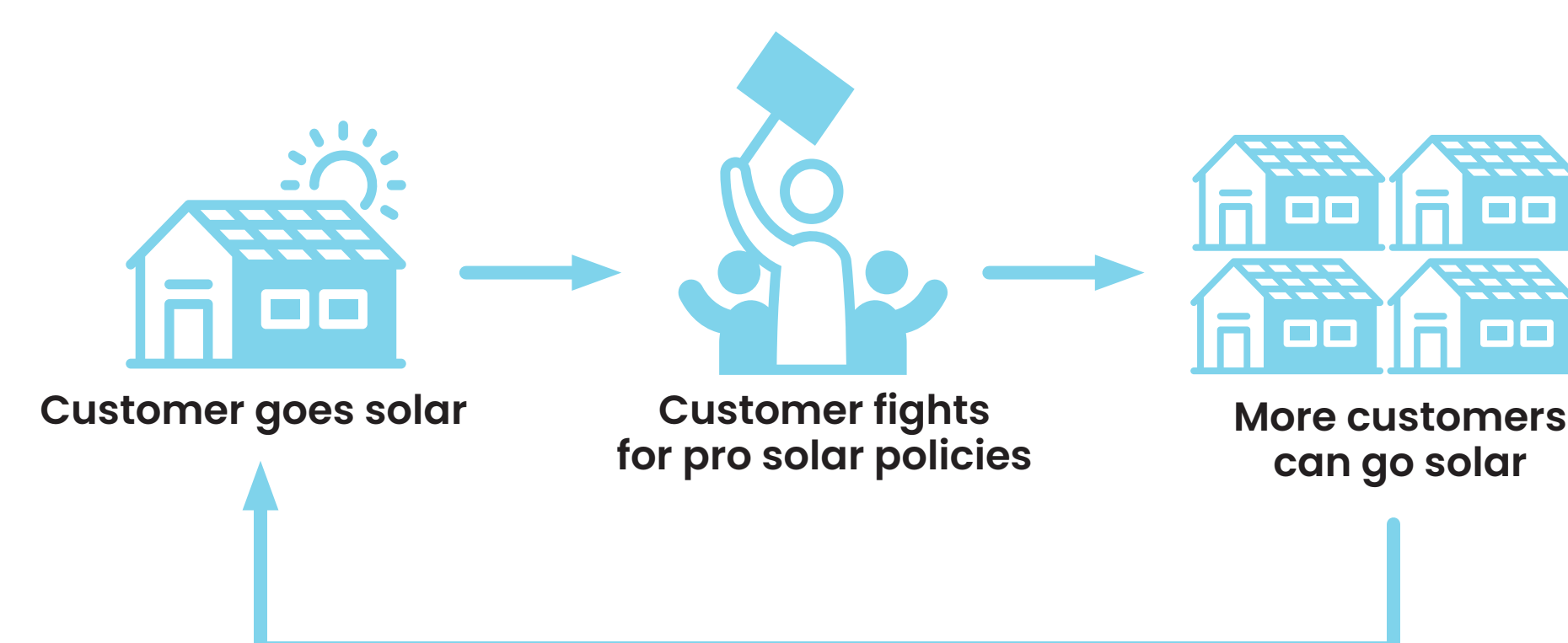
### Policy changes facing installers

- Fights over fair credit for solar
- Restrictive zoning rules
- Interconnection backlogs
- HOA roadblocks
- Insufficient incentive programs

### Solar customers are allies

- There are now more than 3 million rooftop solar customers in the U.S.
- That number is projected to double by 2025.
- Solar owners are more civically engaged and active than non-solar customers.
- Solar owners are politically diverse.

### How you win



## How to empower your customer to become an advocate

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### Education



Education should start before your customer signs a contract. It's valuable for solar customers to understand the policies that underpin their ability to go solar. This way, when their solar rights come under attack, they're ready to fight back.

#### Policies solar customers should understand:

- Net metering
- Permitting/interconnection rules
- HOA restrictions

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### Activation



Getting solar panels installed is just the beginning. Solar owners have a powerful story to share with decision-makers.

#### Ways to get your customers involved:

- Write a letter to the editor
- Join other solar supporters to meet with their elected officials to create and support pro-solar policy
- Attend a rally to show their support for solar energy.

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### Communication



As an installer, you know the best ways to reach your customers. Is it a text, a phone call, or an email? It's how you sell panels and it's how you can build solar activists.

#### How to communicate effectively:

- Have a clear ask.
- Tell your customers exactly what they can do to support solar.
- Make your customer the hero. Use language that makes them the star.

 We need your help! Call your legislator about HB 123.

 You can power more solar in your community. Call your legislator about HB 123.

## Building power with solar advocates ready to act

### We've developed a powerful network of 500,000+ solar supporters.

There's strength in numbers. We educate them about locally relevant solar policy issues.

### We call on solar supporters when it's time to engage.

Elected officials and decision makers want to hear about the people behind the panels. We'll activate this network at national, state and local levels at strategic times. By encouraging customers to develop relationships with local leaders, the solar industry can stay focused on moving projects forward, getting permits approved and getting more people to go solar.

### Learn how you can connect:

[solarunitedneighbors.org/activistnetwork](https://solarunitedneighbors.org/activistnetwork)

 **SOLAR UNITED NEIGHBORS**

Go solar, Join together, and Fight for your energy rights.

