

# ENERGY IMPACT ILLINOIS

## **Energy Impact Illinois Contractor Reference Sheet “Types of Outreach Events”**

**Energy Impact Illinois will provide support for outreach events by the following:**

- We will work with local community groups, local elected and community activists to schedule meetings and recruit attendees.
- At every meeting, we will have staff or trained volunteers who can speak knowledgeably about the Energy Impact Illinois Single Family Program.
- We will encourage attendees to sign-up for an audit while at events and follow-up with all attendees after events to encourage them to have an energy assessment done in their home.
- We will train volunteer leaders and community leaders on the Energy Impact Illinois program and work with them to spread the word throughout their communities.

### ✓ **House parties**

Where an auditor takes an interested group of homeowners around their friend/neighbor's home and conducts an audit, showing the homeowners where/how energy is commonly lost, and hopefully signing up attendees for future energy assessments (audits will be provided for free for the homeowner who recruits 5 - 10 other homeowners that are interested in having an energy retrofit).

### **Community meetings**

- ✓ Where you can interact with homeowners, explain what takes place at an audit, what you typically see, and sign-up homeowners to have their own \$99 energy assessment with you right there (Optional: You can offer that the \$99 energy assessment can be credited to future retrofit work if done with you).

### **Open house events**

- ✓ At local elected offices or community centers, where interested homeowners can sit down 1:1 with you and talk about their home and potential retrofits they are interested in, ideally giving them the information they need about rebates and loans they qualify for and signing them up for a \$99 assessment with you right then and there. Having contractors at each meeting or gathering, ready to talk to homeowners and sign them up for an energy assessment will be key to our success and yours.