



CONNECTICUT CLEAN ENERGY FUND

CLEAN ENERGY COMMUNITIES MARKETING STRATEGIES FOR YOUR TOWN

This form is for informational purposes. The information listed below is intended to assist cities and towns that have joined the 20% by 2010 Campaign by providing strategies and tactics to obtain additional sign-ups for the CTCleanEnergyOptionsSM program. The 'Project Notes' section is designed to assist you and your neighbors to accurately keep track of your activities and progress.

Please let us know if you have additional ideas that are not listed here and feel free to provide comments on the relative effectiveness of any strategies that you employ. *Email:* <mailto:info@ctcleanenergy.com> or *Regular mail:* Connecticut Clean Energy Fund, Attn: Clean Energy Communities Program, 200 Corporate Place, 3rd Floor, Rocky Hill, Ct 06067.

1. MEDIA OPPORTUNITIES

<u>OPPORTUNITY</u>	<u>PROJECT NOTES</u>
Television	
Local Access Television	
Radio	
Newspaper Article	
Photo Op (poster presentation)	
Public Statement (leader, local celebrity)	
Thermometer Updates	
Op-Ed Piece	
Letter to Editor	
Advertisement	
Town Website	
Clean Energy Communities Site	
Other	

2. PUBLIC EVENTS & TABLING OPPORTUNITIES

<u>OPPORTUNITY</u>	<u>PROJECT NOTES</u>
Farmers Market	
Transfer Station	
Town Fair/Parade	
School Fair	
Athletic Event	
Special Community Meeting	
Train Station	
Other	

3. PUBLIC / PRIVATE MEETINGS

<u>OPPORTUNITY</u>	<u>PROJECT NOTES</u>
Legislative Meeting	
Political Party Meeting	
Civic Organizations	
House of Worship	
PTA	
Chamber of Commerce	
Boy & Girl Scout Meeting	
Other	

4. NOTIFICATIONS

<u>OPPORTUNITY</u>	<u>PROJECT NOTES</u>
Town Mailing	
School Newsletter	
Organizational Newsletter	
Congregational Newsletter	
Email to Organizations (e.g.,YMCA)	
Email to Friends	
Email to Office Staff	

Posters in Public Spaces
Posters in Office Coffee Shop
Flyers in Congregations
Flyers in School
Bill Inserts in Public Spaces
Bill Inserts in Offices
Bill Inserts in Congregations
Other

5. CANVASSING

<u>OPPORTUNITY</u>	<u>PROJECT NOTES</u>
Door to Door – Neighborhood	
Lit Drop	
Telephone Calls	
Student Canvassing	
Other	