

# Marketing Manager Report

## Sept. – Oct. 2021

### Program Support

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#### Delaware Equity Fund

A new website was created for Delaware Equity Fund. A Tablecloth and new banners were created. Gave input on the design.

**Faith Efficiency** – Designed social media posts, assisted with the Millennial Climate Conversation and solar tour.

#### Delaware Solar Tour

Worked with Delaware Interfaith Power and Light (DelIPL), Delaware Sierra Club, DE Electric Vehicle Association (DEEVA), Citizens Climate Lobby and Green Building United who created Delaware's first hybrid Solar Tour October 16<sup>th</sup>. The tour featured online and in-person tours of residences, businesses including farms, congregations, municipalities, and schools across the state.

The event was successful and planning for an October 2022 Solar Tour in conjunction with the nationwide American Solar Energy Society (ASES) Tour has already begun. This idea is to grow this event each year as more Delawareans convert to solar. The event was a good opportunity so show how Energize Delaware's low-interest loans are working in the state.

**Multifamily Housing** – Gave input on design and text for the Multi-Family Housing Flyer

**Home Performance with ENERGY STAR** – Created a flyer for the HPwES - Secretary of Energy event.

### Community Outreach

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**Delaware Agriculture Museum** – Visited Delaware Agriculture Museum with Tony DePrima and Sue Sebastian to speak with the Museum's Executive Director about the possibility of DESEU supporting an exhibit at the museum.

#### Fordham & Dominion Electric Vehicle Event

In October, I attended with and Franklin Energy employee Angie Bivens. We had an Energize Delaware table at an Electric Vehicle event at Fordham and Dominion Brewery. We spoke to over 60 people about the programs offered by Energize Delaware. Senator Carper and Lt. Governor Bethany Hall-Long both stopped by the booth to learn about our programs and to take an LED lightbulb and lunch bag.

**PHOTO:** Green TV hostess Jacqueline Maier-Lacy, Robin Coventry, Lt. Governor Bethany Hall-Long, Franklin Energy's Angie Bivens and Green TV Jon Lake.





**PHOTO:** Senator Carper next to his new red Tesla.

Green TV did an interview of Senator Carper and his Tesla.

<https://youtu.be/7Y230iOne2A>

Executive Director, Tony DePrima came to the event on his day off and was interviewed by Green TV.

You can watch the video <https://youtu.be/3FWjZo-o5tY> Tony asks that you please excuse his wardrobe

**Lights ON** - Visited Modern Maturity Center to speak with Harold Staffard of Help Initiative, we spoke with some senior citizens wanting to know about energy efficiency.

**Franklin Energy** – Visited Franklin Employees at a Trunk or Treat Event to get photos

### **Marketing Brand Awareness**

**AB+C** - Worked with ABC on the design and editing of the Multifamily Housing Brochure they were contracted to do. Met with ABC to learn about what they are contractually doing for DESEU. Analyzed products they provide to reduce our costs in the future by bringing work inhouse. Input on the Energize Delaware Survey and survey design.

**Franklin Energy** – New Marketing committee was formed to discuss Franklin Energy's Marketing plan and ideas. This group will meet bi-weekly, to help me understand what they do and monitor Franklin marketing.

**Brochure Development** - Brochure development for Loan Interest Loans, Residential Solar Loan, are being designed for printing. New updated Pocket Folder is being designed.

**Business Programs** - I created the ad below for the Delaware State News for their Tribute to Veterans special section.

**With Gratitude We Honor All Veterans**  
**Thank You For Your Service!**

Helping Delawareans Save Money with Clean and Sustainable Energy Solutions  
[www.EnergizeDelaware.org](http://www.EnergizeDelaware.org) • 302-883-3048

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TAKING CHARGE TOGETHER.™

**Social Media** - Designed and posted new items to our social media.

**Website** – Found broken links on website and repaired. Making updates to website inhouse. This saves money and changes are made instantly.

**Website Visitors location - Total 5,886 ---- Sept. 1 to Oct. 31,**