

Communication & Marketing Report

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Communications & Marketing Manager

May 2022 Board Meeting

Community Outreach

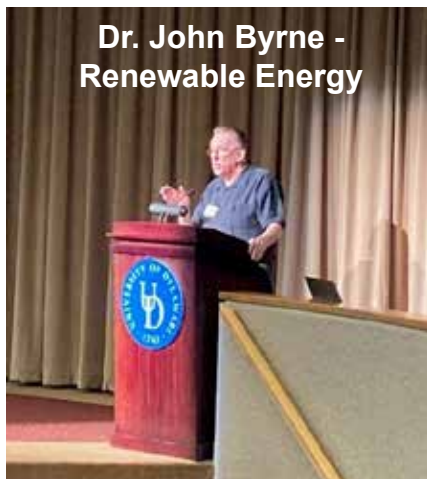
In April I attended a weekend, two-day Home Expo in Lewes with a few thousand people in attendance. I spoke with hundreds of people about our programs, handed out literature and Energize Delaware promotional items. I introduced myself to the two solar exhibitors, who sent homeowners interested in solar installation to me to discuss our residential solar program. Our Home Performance with Energy Star Program (HPwES) was also a popular topic that day.



Pre-show - April 9-10 Home Expo, at Cape Henlopen High School, Lewes.

Delaware Youth Environmental Summit

The third annual event was held at Clayton Hall Conference Center in Newark, April 14th. Over 300 high school students and 60 teachers attended from across the state. Students were happy to take home an Energize Delaware frisbee. Two of our Board Members, Senator Stephanie Hansen and Dr. John Byrne were speakers. I was also one of the speakers and gave a talk on Changing Our Future. Students enjoyed my solar powered lights, flowers and small solar cooker powered by a plant grow light. It was inspiring speaking with youth about the good things the SEU does and how they can encourage their parents to make changes at home.



Dr. John Byrne -
Renewable Energy



Senator Stephanie Hansen
Overview of Environmental
Legislation



Photographed television screen sent to us.
WPVI -ABC TV did a story on the event.

Up Dates

Solar Website - Eight people responded to the RFP for the construction of the new solar website. The design concepts varied greatly from company to company as did the size of the teams. InClime was selected because of their experience with solar and they oversee our Residential Solar and SREC Procurement Program. They will be able to offer solid guidance and write most of the content. I asked a few people in the energy/solar industry to participate on Solar Website Review Committee. The small team will meet soon to determine what needs to be on the website to best serve Delawareans.

Delaware Agricultural Museum - Met with the Executive Director of the museum about "Then One Day the Lights Came On," and the creative team. I reached out to solar installers and three solar panels were donated for the exhibit; one people can touch and the other two on the poultry house roof. There will also be a Ze-Mod model built and on display so people can see what smart homes look like. We will have information on the Ze-Mod pedestal and on the poultry house. June was the targeted launch month; due to supply chain issues the launch was pushed to July.

Sussex Academy (Jefferson School)- The weeds around the solar panels have been killed and raked. A meadow wildflower mix will be planted before the end of the month. Our maintenance fees will be reduced on the field as it will only need to be mowed once in the spring and late fall each year.

Marketing Brand Awareness

AB+C - Reviewed and made changes to social media campaign and billboards posted across Delaware April - June. Monitored invoices. Assisted in the selection of locations for our "Good Energy" billboards. Mobilized the Energize spiral

Media Coverage

Sent out a couple of press releases that to date have not been picked up by the media.

Program Participation

Franklin - Marketing meetings with Franklin. Reviewed website content, FB ads, and Delmarva Power ads.

Marketplace - Reviewed May campaign collateral.

IAC Delaware Financial Options- Created a sheet that will be handed out by Dr. Goossen to potential participants.

Website and Social Media

Website March 19 - May 12

15,075 **New Visitors**
95 **Newsletter signups**
408 **Return Users**
34,799 **Page Views**
21,349 **Sessions**
1:12 **Average Time**
49.57% **Males**
50.42% **Females**
72.58% **Bounce**
48% **Android**
47.24% **iOS**
5,709 **Chrome**
3,994 **Safari**

Are You Ready to Reduce Your Carbon Footprint?

Renewable and Energy Efficiency Programs for You

We Can Help You Reach Your Goal!

- Affordable Multifamily Housing
- D- PACE Delaware Property Assessed Clean Energy
- Energize Delaware Online Marketplace
- Energy Assessment for Nonprofit & Local Government
- Energy Equity Fund
- Faith Efficiencies
- Farm Program
- Home Performance with ENERGY STAR
- Home Energy Counseling and Checkup Program
- Lights ON
- Low Interest Commercial Loan Program
- Pathways to Green Schools
- Energy Performance Contracting Program
- Residential Solar/Energy Efficiency Loans
- Solar Renewable Energy Credits
- Virtual Home Energy Assessment
- ZeMod

www.EnergizeDelaware.org

Energize Delaware is a 501(c)(3) nonprofit helping Delawareans with energy loans and energy efficiency measures.

Designed a few social media posts. Went heavy on Earth Day. Keeping up with new technology and energy related posts.

I created a short Facebook video for the Marketplace.

https://fb.watch/c_7AQ5dPhX/



Bi- Monthly E-News

March E-News Most Popular Links:

19.7% New Ecology Press Release; 27.8% Marketplace, 19.1% Sussex Habitat, 18.8% Ag Museum, 10.9% Earth Day — Sent March 17th.

10,684
Delivery

4,778
Opened

236
Clicked

May E-News Most Popular Links:

39.7% Solar, 14.0% HPwES, 11.9 % Marketplace, 11.2% Energize Delaware, 8.9% Partner of Year, 6.% Energy Equity Fund Grants, 3.7% Roofs from Heart, 1.4% Empowerment Annual Report — Sent May 12th.

10,529
Delivery

5,490
Opened

436
Clicked

Social Media



189,924 Reach
1.1K fans
3,843 Paid Reach
68K Impressions
33 Shares
43 Comments
85 clicks
229 Engaged Users



72 Views
5.6 hours watched
+3 new subscribers
20 Subscribers



796 Impressions
303 Profile Visits
415 Followers



56 Page visits
126 Followers
371 Post Impressions



4,357 Reach
345 Followers