

# Communication & Marketing Report

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November 2022 Board Meeting

## Community Outreach

A few of the Franklin Team Joe Genello, Benjamin Burnett (Saturday), and Angie Bivens (Sunday) joined me at the Fall Home Expo in Lewes. A few thousand people passed through the show. We had a lot of interested in Residential Solar and Home Energy Audits. Hundreds of people stopped by our booth to learn about Energize Delaware programs , grab some tchotchkes.



Left: Joe and myself taking a moment in between the crowds. New Jersey residents, Joe and his wife Rita, enjoyed their first Rehoboth weekend. Right: Benjamin speaking with an individual about the HPwES program.



## Delaware Agricultural Museum Exhibit Opening

“Then One Day The Lights Came On” permanent exhibit sponsored by Energize Delaware opened, after a number of delays the beginning of October, with a reception. President of the Board, Senator Harris McDowell’s voice is heard at the beginning of the exhibit discussing his childhood family farm. Our award-winning ZeMod represented by a model was built for the exhibit to show people how homes will be built in the future. Senator McDowell was also a speaker at the event. Thanks to Senator, Trey Paradee and Public Advocate, Drew Slater for attending.



Left: Talking exhibit Above: Poultry house with information about one of our Farm Program participants and information on Energize Delaware



ZeMod Exhibit



## Updates



### Stats — October 11 - Nov 8

Sessions - 586

Page Views - 1,195

Avg. Session - 1m 12s

Users - 422

#### Top Referral Sites -

EnergizeDelaware.org

Facebook

#### Top Pages Visited (in order)

Homeowner

Solar Panels for my house

Grant, Incentives & Financing

List of Delaware Installers

Community Solar

Is Solar available in my area?

Teachers

Solar Calculator

**NEW Solar Website** - The educational solar website [www.SolarDelaware.org](http://www.SolarDelaware.org) is now live. With national and state endorsement of solar energy, Delawareans needed a site to help them understand solar energy.

A committee was formed of knowledgeable solar stakeholders. InClima, who manages our Residential Solar program, and SREC Delaware was responsible for building the site and writing content. The website has now live, will continue to be updated as new information comes to light. Deciding to start out slowly, we had a soft launch to make sure we worked out any bugs and to determine what needed to be added to the site.

On October 26th, SolarDelaware was promoted in our latest e-news which went out to over 10,000 people (working on growing this list), to the news media and environmental nonprofits to help us spread the word. I could see a spike in site views the day I sent out the e-news. When the Delaware State News published our press release, people called the office asking about solar and the site experienced additional traffic.

A campaign to promote solar energy programs and SolarDelaware is in the works.

## Member news&Notes

### NONPROFIT SPOTLIGHT: **Energize Delaware** BY COLIN HEFFINGER

>> For residents and businesses varying from farms to nonprofits to corporations, navigating the challenges of understanding and implementing an effective plan to reduce energy consumption is no easy task. Fortunately, a unique nonprofit known as Energize Delaware was specifically created to target this problem—to help confront the issues faced by both homeowners and businesses looking to reduce their carbon footprints throughout the First State. Energize Delaware was produced by Delaware legislation in 2007 and is funded by the Regional Greenhouse Gas Initiative. The nonprofit is written into Delaware Code to educate and help Delawareans become more energy-efficient through a variety of programs. Their main office is in Dover, providing a convenient midpoint to access businesses and households throughout all three counties.

Executive Director Tony DePrima explains how their programs make a difference in the overall goal of increasing energy efficiency. "We're a one-stop resource," DePrima states. "We focus on all measures of energy efficiency and offer programs to serve residents, businesses, nonprofits, schools, the government, and much more. We have several collaborative programs with other nonprofits like Habitat for Humanity and Roofs from the Heart to help empower low-income household projects. Our board is focused on correcting the

energy inequity issue in Delaware."

Energize Delaware's programs consist of free or low-cost energy assessments, grants, rebates, and low-interest loans for households, congregations, nonprofits, or businesses both large and small that install recommended energy efficiency measures. The loan programs are designed to help ease the



financial burden of paying to install solar energy systems, weatherization, HVAC, water heating, or high energy-efficient technology and more. "Recently, we realized there is no one place in Delaware where people can learn about solar energy," DePrima states. "We've been working on building a comprehensive website, called Solar Delaware, which will be broken down into different categories such as homeowner, renter, educator, farmer, and more to provide the best information to fit each visitor's unique approach to solar energy. The website recently launched in October."

In addition, Energize Delaware provides an online marketplace where Delawareans can buy energy-efficient lightbulbs, smart thermostats, and other tools to improve home efficiency. The costs are subsidized by Energize Delaware. Interested consumers can explore this resource at [www.energizedelawaremarketplace.com](http://www.energizedelawaremarketplace.com).

DePrima highlights his recent award as CEO of the Year for medium nonprofit organization by Delaware Business Times, as well as his sixth Partner of the Year award for Sustained Excellence and the Zero Energy Ready Home awards from the Department of Energy. Looking ahead, DePrima reflects on a variety of new programs slated for an upcoming release to continue best serving all Delawareans.

"We're excited to introduce a couple of solar specific programs," DePrima states.

"We're also looking to prepare a program for electric vehicles used in municipal and county governments for their fleets—such as police cars and building trucks. As a relatively young organization, we are thrilled to see how we have grown from just two programs to 20 and look forward to continuing sustainable growth."

To learn more about Energize Delaware programs, visit [www.EnergizeDelaware.org](http://www.EnergizeDelaware.org). To schedule a Home Energy Assessment call 877-524-1339.

## Energize Delaware is in the Delaware State Chamber of Commerce Nonprofit Spotlight

If you are a member of the DSCC you may have already seen the article. Stepping into the State Chamber's Spotlight started the beginning of the year. As a new chamber member, I reached out to the person responsible for their Member Spotlight. They had an opening in the November/December issue. Tony was interviewed over the summer.

Being in the Nonprofit Spotlight put us in front of Delaware Businesses who are potential program participants on a couple levels — their business & home.

## Program Participation

**Franklin**- Asked for a few Franklin team members to work with me at a weekend long Home Expo in Lewes. Attended marketing meetings with Franklin. Reviewed website content, Franklin newsletter design and content.

**Marketplace**- Reviewed marketing campaign collateral.

**InClima** - Worked with the InClima team on the SolarDelaware website.

**ZeMod** - Ordered plaques for Milford Housing and Energize Delaware for National Housing Innovation Award.

**Lights On** - Location photo shoot and wrote a press release sent to media.

## Marketing Brand Awareness

**AB+C** - Worked on a video ad with the AB&C team. Monitored billing and website work. Discussed future opportunities to promote Energize Delaware.

## Media Coverage

EV for Local Government Program- Delaware State News, Cape Gazette

Ag Museum Opening - Cape Gazette, Delaware State News

Solar Delaware - Delaware State News

Lights On - Delaware Business Reviews

## Sponsorships

Fall Home Expo

KSI Calendar

YES Youth Environmental Summit

RASCL

## Website and Social Media

### Website Sept. 15 through Nov 8

Home Performance with ENERGY STAR continues to be the most popular web page 14,938

**6,511 New Visitors**

**235 Return Users**

**19,906 Page Views**

**10,260 Sessions**

**2:19 Average Time**

**57.89% Bounce**

**2,352 Chrome**

**2,654 Safari**

**3,592 Desktop**

**1,999 Mobile**

**920 Tablet**

### Bi- Monthly October E-News

Delivered - 10,182 Opened- 6,948

Clicked- 375

### October E-News Most Popular Links:

22.9% Zemod, 22.7% Solar Delaware, 21.3% Online Marketplace, 10.7% Grant Opportunities, 7.5% Energize Delaware, 7.2% Winter is Coming, 6.7% EV Fleets.

### Social Media

Numbers from Sept. 9 to Nov. 7

63.4% of viewers are women

36.6% of viewers are men.



45,211 Reach

1.3K fans

33,600 Paid Reach

1 Impressions

22 Shares

70,416 Clicks

231 Comments

142 Posts



1727 Impressions

303 Profile Visits

424 Followers



196 Page visits

174 Followers

371 Post Impressions



415 Reach

372 Followers