

# **Groundswell: Strong Homes, Stronger Community**

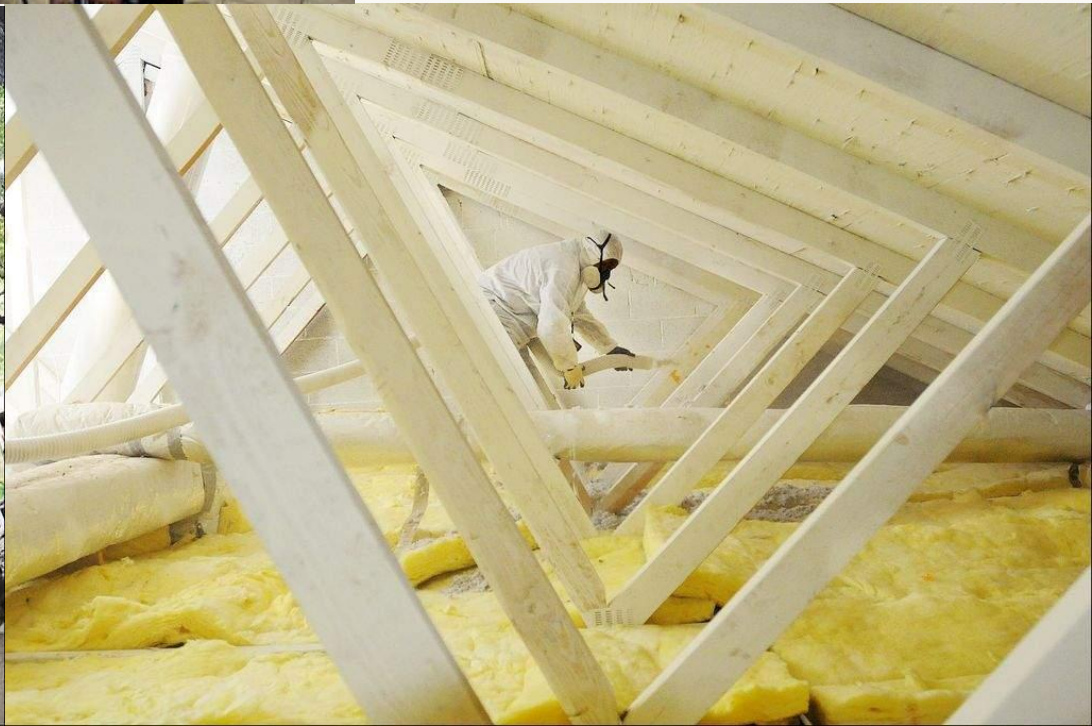
**Brett Wiley**  
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**Strong Homes Program**  
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# Community Power Project

## Strong Homes Program







- **\$6+ million invested in clean energy economy**
- **100+ Community Organizations**
- **Featured in New York Times, GOOD Magazine, AP, Wash Post**
- **ED selected as Ashoka Fellow for civic consumption idea**



# Civic Consumption Model



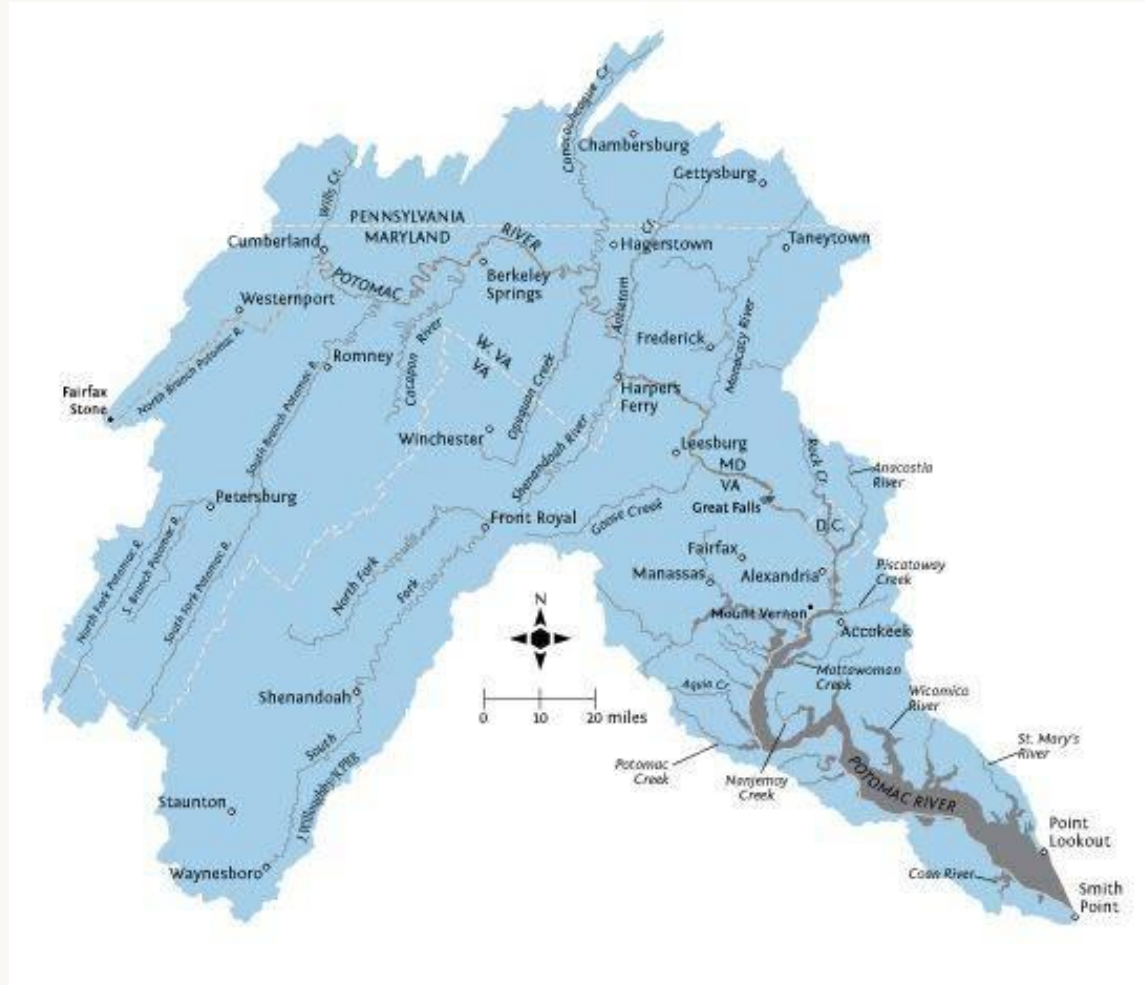
# Higher Conversions, Leaner Program

- Community weatherizes **together = greater commitment** (higher conversion)
- **Higher conversion rates = discount** (reinforces group's commitment)





# Surf and Turf



# What's Behind A Door?



# Outreach & Engagement

- **The 4 C's:**
  - **Connect** – greeting, ask a question, engage
  - **Context** – explain the program
  - **Commit** – can you join me?
  - **Catapult** – what more can you do?



# Theory of Change



# Applying Narrative

- What change do we want to see?
- Who has the resources to create that change?
- What do they want?
- What do we have that they want?

# Messaging

- Your Materials
- Your Story
- Your Audience
- Wait....eh...um...yea about that.



# The Ask

- Asking people to do things can feel uncomfortable – but it doesn't have to!
  - You are presenting an opportunity
  - Give people a chance to take on responsibility
  - Make a HARD ask (not a wishy-washy one)
- You ask but can you answer?

# Tips & Tricks

- Start with a strategic/engaging question – go into details later
- Cast a wide net...and then follow-up
- Once people are committed, ask them to take another step
- Know your stuff! But don't be afraid to admit what you don't know
- Be confident & focus your energy on those who are truly engaged

# Questions?

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