Groundswell: Strong Homes, Stronger Community

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Strong Homes Program
www.groundswell.org
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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