Political Campaigners
Generating Program Participation

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What does Field do?

- Contact and persuasion (doors, phones, letters)
- Volunteer recruitment and organizing
- Workshops/house meetings
- Events/crowd building
- Visibility (signs)
- GOTV (Get Out The Vote)
- Wrangle the ground troops
- Community appreciation events
- Create PR opportunities
People As Media
Sales For Good

Sales professionals generate leads and are held to measurable performance; so are community organizers.

- Volunteers can knock on about 20 doors per hour; paid staff about 40.
- Double your manpower. Ask volunteers to bring a friend.
- Look for trickle down program sign-up opportunities.

- Obtain more contact information through example sign-ins
- Set goals – for your staff and for volunteers
Case Study 1:

Puget Sound Energy “Rock The Bulb” Bulb exchange events

- Over 224K CFLs distributed at events
- 80% above goal
- Average of 200% increase in Energy Star sales at participating retailer
- $180K earned media value
- Trickle down program leads: 568 HVAC, 408 Home Energy Audit, 553 Green Power sign ups, 7500 emails
Case Study 2:

Whole house upgrades

- Ecology Action, non-profit
- Over 60% of statewide website signups driven by our five test counties during program implementation
- 43% have met with participating contractor, 23% plan to
- 19% have started an upgrade, 35% plan to
- 92% plan on taking advantage of the rebate!
Community Outreach ≠ One Size Fits All
Thank you!
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