

Outreach Toolkit for NC GreenPower Solar+ Schools 2021 Grant Year

Please use pages 2 and 3 of the content of this toolkit through December 31, 2020.

Pages 4 and 5 should be used between January 2 and February 28, 2021.

Thanks for helping to support our program through our social media toolkit! Below, please find sample content to share on your social channels to announce the 2021 NC GreenPower Solar+ Schools grant year, which will open January 2, 2021, and close February 28, 2021.

Suggested Hashtags

#NCGPSolarSchools #SolarSchools (primary) #STEM #STEMEd #SolarSchool (optional)

Accounts

Twitter: [@NCGP](#)

Facebook: [ncgreenpower](#)

Instagram: [@NCGP](#)

LinkedIn: www.linkedin.com/company/nc-greenpower

Sample Social Media Copy – for December 2020

Twitter posts:

- The [@NCGP](#) Solar+ Schools application opens Jan. 2! Any NC K-12 school can apply to be considered for the grant opportunity. Selected schools receive a 5 kW educational solar array. Sign up here for reminder emails: www.ncgp.org/solar-schools-pilot-sign-up-for-email-updates/ [#SolarSchools](#)
- DYK? Awarded [@NCGP](#) Solar+ Schools receive up to \$27k toward an educational solar installation plus \$14k in benefits, like donated [@SunPower](#) solar panels and [#STEM](#) teacher training. Sign up for reminders for the application release date: www.ncgp.org/solar-schools-pilot-sign-up-for-email-updates/ [#SolarSchools](#)
- Grant funding has increased for Solar+ Schools! [@NCGP](#) provides up to \$27k, and fundraising goals are fixed and range from \$6k – \$12k. Selected public schools may receive up to \$20k more from [@ncsecu](#)! Save the date for Jan. 2: www.ncgp.org/solar-schools [#SolarSchools](#)

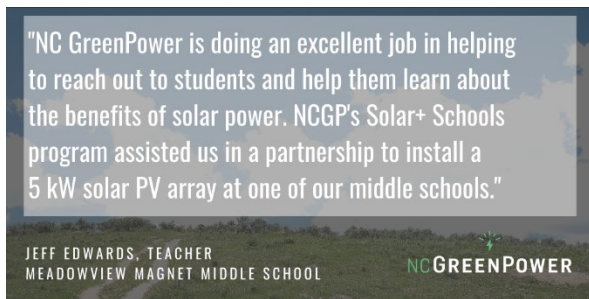
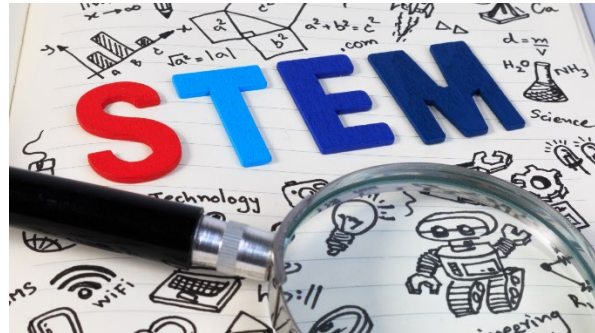
Facebook, Instagram or LinkedIn posts:

- Did you know? This year, selected NC GreenPower **[please tag us]** Solar+ Schools will receive grant funds of up to \$27,000 toward an educational solar installation. Awardees also receive nearly \$14,000 in benefits, including donated SunPower solar panels, a STEM curriculum and teacher training. The application opens January 2, 2021 — sign up for reminder emails here: www.ncgp.org/solar-schools-pilot-sign-up-for-email-updates/ [#SolarSchools](#)

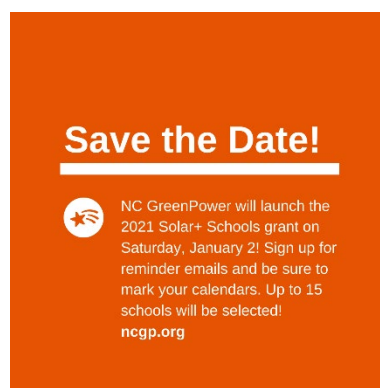
- The NC GreenPower Solar+ Schools 2021 Program Year is almost here! Any NC K-12 school may apply for this partial grant opportunity to receive a 5 kW solar array complete with a weather station, real-time data monitoring equipment, a STEM curriculum and teacher training. The application opens January 2, 2021. Please help spread the word! Learn more: www.ncgp.org/solar-schools

Graphics (hyperlinked to high-resolution versions to download):

Facebook/LinkedIn/Twitter



Instagram/Facebook



Sample Social Media Copy – for January & February 2021

Twitter posts:

- The @NCGP Solar+ Schools application is open! Any NC K-12 school can apply to be considered for this grant opportunity. Selected schools receive a 5 kW educational solar array. Visit NCGP's website to learn more: www.ncgp.org/solar-schools/#2021-schools
- DYK? Awarded @NCGP Solar+ Schools receive up to \$27k toward an educational solar installation plus \$14k in benefits, like donated @SunPower solar panels and #STEM teacher training. Visit NCGP's website to apply by 2/28: www.ncgp.org/solar-schools/#2021-schools
- Be one of 15 schools awarded in 2021 with a solar installation for your campus! @NCGP Solar+ Schools provides an educational solar package, including data monitoring and a weather station. The grant is open through Feb. 28, so don't delay: www.ncgp.org/solar-schools/#2021-schools #SolarSchools

Facebook, Instagram or LinkedIn posts:

- Did you know? This year, selected NC GreenPower [please tag us] Solar+ Schools will receive grant funds of up to \$27,000 toward an educational solar installation. Awardees also receive nearly \$14,000 in benefits, including donated SunPower solar panels, a STEM curriculum and teacher training. The application is open now through February 28, 2021 — learn more and apply here: www.ncgp.org/solar-schools/#2021-schools #SolarSchools
- The NC GreenPower Solar+ Schools 2021 Program Year is here! Any NC K-12 school may apply for this partial grant opportunity to receive a 5 kW solar array, including a weather station, real-time data monitoring equipment, a STEM curriculum and teacher training. The application is open now through February 28. Please help spread the word! Learn more: www.ncgp.org/solar-schools

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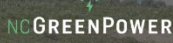
Facebook/LinkedIn/Twitter



Facebook/LinkedIn/Twitter

"NC GreenPower is doing an excellent job in helping to reach out to students and help them learn about the benefits of solar power. NCGP's Solar+ Schools program assisted us in a partnership to install a 5 kW solar PV array at one of our middle schools."

JEFF EDWARDS, TEACHER
MEADOWVIEW MAGNET MIDDLE SCHOOL



"My students are very interested in solar energy careers. As they see solar farms in Eastern NC, they understand that this isn't an in-the-future option but rather it's happening now."

- SANDY PARKER
TEACHER, NEW BERN HIGH



NC GREENPOWER SOLAR+ SCHOOLS GRANT OPEN NOW!




WWW.NCGP.ORG

APPLY BY FEB. 28

Instagram/Facebook

**NC GREENPOWER SOLAR+ SCHOOLS
GRANT OPEN NOW!**



WWW.NCGP.ORG

APPLY BY FEB. 28

NC GreenPower announces...

2021 Solar+ Schools application
available now through Feb. 28!

READ MORE →



www.ncgp.org   #SOLARSCHOOLS

Background on NC GreenPower:

Formed by the North Carolina Utilities Commission in 2003, NC GreenPower is a nonprofit whose mission is to expand public knowledge and acceptance of cleaner energy technologies to all North Carolinians through local, community-based initiatives. NC GreenPower uses donations to provide incentives for in-state renewable energy and carbon offset projects to improve our environment. In 2015, NC GreenPower launched Solar+ Schools, offering grants to install educational solar PV systems at K-12 schools. All projects are in North Carolina, and contributions to NC GreenPower are tax deductible. The organization is overseen by a board of directors consisting of 17 members representing a diverse group of stakeholders from across environmental and energy sectors.

NC GreenPower has received top ratings from [GuideStar](#) and [GreatNonprofits](#) and has been privileged to partner with organizations such as Burt's Bees, Catawba County Animal Shelter, GSK, IBM, Mast General Store, RTI International, the NC National Guard, the NC Wildlife Society, the State Employees' Credit Union and Sierra Nevada Brewing Co. In addition, the nonprofit has received thousands of individual donations from residents and businesses in North Carolina. Since 2003, NC GreenPower has been working hard to support more than 1,075 local renewable energy and carbon offset projects in nearly every county in the state. Using donations, NC GreenPower is proud to have generated 1 billion kilowatt-hours of green power, which is the equivalent of providing more than 73,400 homes with electricity for a year. Carbon offset projects have mitigated approximately 77,000 tonnes of greenhouse gases — equivalent to the emissions from driving 215 million miles — and that is like planting 13 million trees. Including the 2020 Solar+ Schools grant recipients, donors have helped fund solar installations at 42 K-12 schools in 33 counties, reaching more than 32,000 students!

Sincerely,



Katie Lebrato
Marketing Communications Director
klebrato@ncgreenpower.org
919-857-9026

*NC GreenPower is approved as a 501(c)(3) nonprofit by the IRS.
Donations are used to fund renewable energy, carbon offset projects and K-12 schools in North Carolina.*