Focus Area: Campaign for Residential Homebuyers

Community Lead:

Team: (Who will be on the check-in calls?)

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Other Key Community Partners:

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- •
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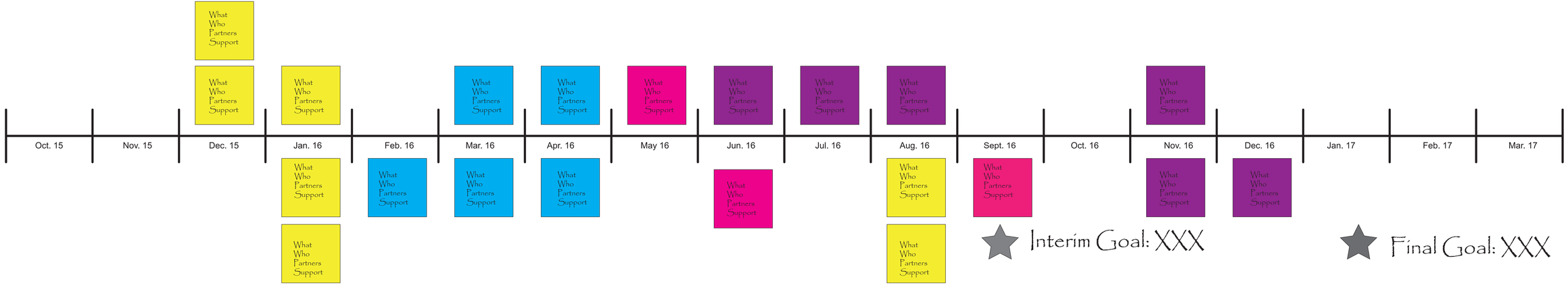
- •

Goals and Objectives: Recruit 350 new residential participants in energy efficiency or renewable energy programs.
Target Audience: New homebuyers.
Tactics:

- Develop marketing materials for available programs
- Send promotional inserts in city utility billing packages and/or provide along with new permitting materials
- Work with local Welcome Wagon to deliver program information to new Red Wing residents

Key:

Include on each Post-it:

What
Who is Lead
Key Partners
Team Support