



Outreach That Connects

Do your customers know about your solar programs?

Solar is growing and utilities are increasing their solar offerings. Yet, as more and more programs enter the market, the formula for energy consumers to gain understanding about existing options and how to adopt them grows more complicated.

The knowledge gap is wide and the FAQ sheets are long. Fact sheets are not going to cut it. Energy consumers need **more information, more proof** and **more trust** to adopt new ways of doing things. But how?

The key answer: **EDUCATION OUTREACH**

Educational programming with **memorable engagement** and **targeted outreach** can bring the fact sheet to life and bridge the knowledge gap in your community.

NTC's implements **turn-key** and **geo-specific** education outreach programming that leads to expanded messaging and actionable knowledge. A **customizable** educational outreach program in your service area can:

- **Amplify** your **solar program messaging** with residential consumers
- **Raise** solar program **awareness** and understanding
- **Build** a much-needed foundation of **actionable knowledge** now and into the future
- **Increase** solar program **adoption rates**

Our educational engagement programs create a powerful impact that transform the school community into energy-wise influencers, establishing a ripple effect into residential homes and across whole communities.



EDUCATIONAL ENGAGEMENT EXPERTS

NTC is an award-winning customer engagement trade ally with 46 years of experience implementing education outreach programs for utilities, municipalities, organizations, government entities and associations. We create **effective community outreach initiatives** that make an emotional connection with residential consumers, employees and key stakeholders.

Our creative engagement strategies include:

- Live in-school performances
- Interactive livestream events
- On-demand classroom video engagements
- Dynamic and interactive educational materials
- Innovative educational videos and digital storytelling solutions for all ages

GETTING YOUR MESSAGE TO WHERE IT IS NEEDED

NTC delivers **priority messaging** centered on your outreach goals. Crafting an education outreach program that supports your specific community is NTC's specialty. We bring **community-focused messaging** to your area so you can make the biggest **impact where it counts**.

2023-24 NTC EDUCATION OUTREACH IMPACT



3,250 Schools



35,924 Teachers

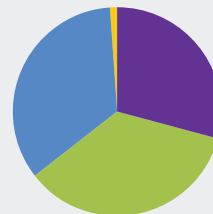


1,096,046 Parents and Guardians



685,029 Students

OF ALL SCHOOLS REACHED



- **29%** were rural
- **36%** were suburban
- **34%** were in major cities
- **1%** were tribal

BRIDGE THE GAP

What do your residential consumers know about your solar programs?

What do you want your residential consumers to know about your solar programs?

Contact us to close the gap between these two questions.

Let's discuss how we can help you amplify your solar program messaging, close the knowledge gap, and drive adoption in your community.



For more information email:

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The National Theatre for Children (NTC) is a woman-owned, award-winning educational outreach provider that creates live events in schools, livestream performances, standards-aligned educational materials, teacher training, graphic novels and more to teach, entertain and inspire students, families and educators on behalf of organizations that want to make a difference in their communities.

Since 1978, we have formed connections and helped develop relationships between thousands of schools and corporations, nonprofits and governmental organizations. Our value is not just in the impact we create; our turnkey services also change the lives and trajectories of students, mobilize parents and entire families with beneficial messages, and cultivate community-wide goodwill for clients.