



## Fellow Profile

**Name:** Emily Claps

**Hometown:** Lake Barrington, IL

**Company:** GE Power, Digital Technology Leadership Program

**School:** University of Notre Dame

**Major:** Computer Science, B.S.

**Hobbies:** Traveling, running, reading, writing, piano, photography, yoga, meditation & mindfulness, calligraphy, coffee



### Why join ServiceCorps?

“Being someone who has encountered the resistance of pursuing service post-graduation, I seek to join the movement that breaks down the mutual exclusiveness of service and a professional career. I long to be a ServiceCorps Fellow to not simply give of my time and skills but to build a foundation of awareness and to have the end of the year be a beginning of the life-long commitment that service truly is.”

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## Social Sector Partner Placement

**Placement Organization:** Solstice Initiative

**Location:** Boston, MA

**About Solstice Initiative:** 80% of America is locked out of the solar market because they cannot install solar on their roof. Solstice radically expands access to clean energy by providing community-shared solar power to American households. This model enables any resident to go solar without having to install panels on their roof or property – all while saving money on their electric bill every month. Solstice builds awareness about community solar and enrolls households and organizations in nearby community solar gardens.



**Fellow's Title:** Community Outreach Associate

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## The Challenge

Solstice Initiative needed a fellow to join their Community Outreach team to assist in raising awareness about community solar to households and houses of worship and ultimately drive growth of the organization with sign-ups to local projects. The objective for Emily's role was:

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### Social Media:

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[@servicecorps](https://twitter.com/servicecorps)  
Facebook: [@servicecorps.org](https://www.facebook.com/servicecorps.org)



1. Outreach
2. Marketing
3. Product Development

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## Outcome

Emily's overall impact

- **Outreach:**
  - Has had X conversations with individuals raising awareness about community solar
  - Cultivated 200+ leads from outreach work, both with households as well as organizations and houses of worship
  - Successfully closed 12+ sales with individuals to sign up for community solar shares in Massachusetts, or X KW of capacity within various solar farms
  - Worked closely with a church in Arlington, MA to help them implement a rooftop solar system for distributed generation, allowing the church to receive some of the electricity at no cost while helping others receive solar energy who couldn't install a rooftop system
- **Marketing:**
  - Held 3+ informational sessions at energy symposiums and church board meetings
  - Optimized the implementation of
  - Developed a referral strategy in communicating with previous individual sign-ups
  - Obtained 5+ testimonials from customers to use in marketing and outreach efforts and produced video clips documenting their stories
  - Wrote blogs for Solstice's website to increase awareness and education about community solar
- **Product Development**
  - Generated a 475% increase in revenue from 1H 2016 for Solstice from sales conversions, (28% of total revenues being from her outreach work) which will allow Solstice to build out a backstop of capital in order to create an optimized product contract
  - Compiled feedback from leads and customers about the terms of the community solar agreements in order for the leadership team to effectively develop a contract that is a more desirable product for households to participate

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### Testimonials: Hear from the Fellow & Social Sector Placement

*"I cannot overemphasize what a pleasure it has been to have Emily and Madeline placed with Solstice over the past year. Not only did they exponentially increase our sales efforts, but they injected daily positive energy into our culture. Thanks to the Service Corps program, our organization was able to benefit from their top talent and push ahead on their mission to put affordable solar within reach of every American."*

- **Steph Speirs, Co-Founder and CEO, Solstice Initiative**

*"In her role at Solstice, Emily was responsible for conducting outreach to households and community organizations interested in participating in community solar. The team that Emily took part in engaged more than 10,000 individuals in community solar and helped to enroll households in more than 10 community solar gardens that will serve hundreds of families in Massachusetts. Emily consistently exhibited extraordinary professionalism, expertise, positive energy, and integrity in her work to this end. It was an absolute privilege to count her among the Solstice team over the past year."*

- **Steve Moilanen, Co-Founder and President, Solstice Initiative**

