



Fellow Profile

Name: Madeline Iffert
Hometown: Wayne, PA
Company: GE Power, Operations Management Leadership Program
School: Penn State University
Major: Industrial Engineering, B.S., Spanish, B.S.
Hobbies: Ballroom dance, yoga, speaking Spanish



Why join ServiceCorps?

“ServiceCorps gives me the opportunity to gain a completely different work experience before beginning my full time career. It gives me the tools to reflect on my experiences and opens my mind to future endeavors.”

Social Sector Partner Placement

Placement Organization: Solstice
Location: Boston, MA
About Solstice: Solstice expands access to clean energy by providing community-shared solar power to American households
Fellow’s Title: Community Outreach Associate



The Challenge

Solstice needed more community outreach staff to work towards putting community solar in the hands of more households in Massachusetts.

1. Designing and executing a data-driven outreach strategy directed at helping Massachusetts’s households adopt solar energy.
2. Conducting outreach to and building relationships with community organizations.
3. Conducting outreach to build awareness among households interested in renewable energy.

Outcome

ServiceCorps. Leadership For Good.

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[@servicecorps](https://twitter.com/servicecorps)
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By bringing a positive attitude and willingness to learn, I was able to dive in headfirst to help Solstice work toward their mission of expanding solar access.

- **Objective #1**
 - Madeline played an important role in helping to plan and execute outreach strategy. She was an equal member of the outreach team, offering ideas and solutions each week to improve outreach efforts. Through weekly sprints, she was able to pivot quickly and work on the next task.
- **Objective #2**
 - For this objective, Madeline made many cold calls to various houses of worship, universities, and many organizations with similar values as Solstice. She managed relationships with these organizations and engaged in conversation in order to establish shared goals and plan for potential collaboration in the future.
- **Objective #3**
 - Madeline was a key player in the outreach, education, acquisition, and relationship management of hundreds of customers. Outreach efforts included door-to-door canvassing along with email and phone call follow up. She honed her sales skills and helped the company to increase revenue by over 500%.

By forming relationships and displaying grit, I greatly increased customer base and revenue for the business.

Testimonials: Hear from the Fellow & Social Sector Partner

“My experience at Solstice has been incredible. Not only have learned about the non-profit side of business, but I’ve also gained a ton of knowledge about the clean energy sector and learned what it takes to work at a startup. I matured as a professional by working with this team and am excited to take these learnings with me back to GE.”

- **Madeline Iffert, Fellow, Class of 2017**

“In her role at Solstice, Madeline was responsible for conducting outreach to households and community organizations interested in participating in community solar. The team that Madeline 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. Madeline 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.”

- **Stephen Moilanen, Co-Founder & President, Solstice**

“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 ServiceCorps 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.”

- **Stephanie Speirs, Co-Founder & CEO, Solstice**