



SATURDAY, OCTOBER 2, 2010

Organizer Roles and Responsibilities

About NESEA's Green Buildings Open House

The annual [NESEA Green Buildings Open House](#) event will take place on Saturday, October 2nd from 10am-4pm. In conjunction with the [ASES National Solar Tour](#), homes, businesses, schools and other sites throughout the United States will simultaneously open their doors for the public to see how renewable energy technology and green building features really work. Visitors are directed to NESEA's website to search for participating sites in the Northeast region.

Key Organizer responsibilities

- To help promote host sites and coordinate publicity, please sign up to be an organizer with [Michelle Rose](#) by August 2.
- Recruit homes and buildings in your region to participate in the open house.
- Encourage potential hosts to sign up by August 16 in order to most effectively promote and publicize their location. Once all of your host sites are registered, use the publicity tips and tools provided by the [ASES web site](#) to help promote your event.
- Coordinate communication with host sites, i.e., provide orientation for new hosts, update all hosts with new information, procedures and deadlines, help with on line registration.
- Maintain a list of host sites and contact information. Take special note of where materials should be shipped and give updates to Michelle Rose of NESEA (mrose@nesea.org).
- Coordinate distribution of NESEA materials to host sites.
- Generate local publicity by making contacts with press, posting fliers, submitting online calendar listings and other promotion for the sites in your area.
- Maintain a dialogue with NESEA Program Coordinator, Michelle Rose, to share information about above activities.

For more information, contact Michelle Rose, at mrose@nesea.org, tel. 413-774-6051 x17.