

# Maximizing ROI in Door-to-Door Outreach



Mark Kammerer, Puget Sound Energy  
Carey Evenson, C+C

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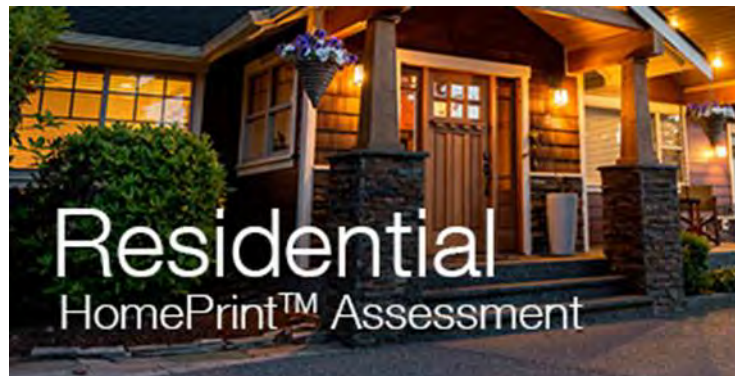
# WHAT IS HomePrint™?

Assessment

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- In-home, FREE energy assessment
- Referrals and rebates
- Energy efficiency tips
- Up to 20 FREE LEDs
- Up to 2 FREE showerheads

**...Needed some love in 2014**



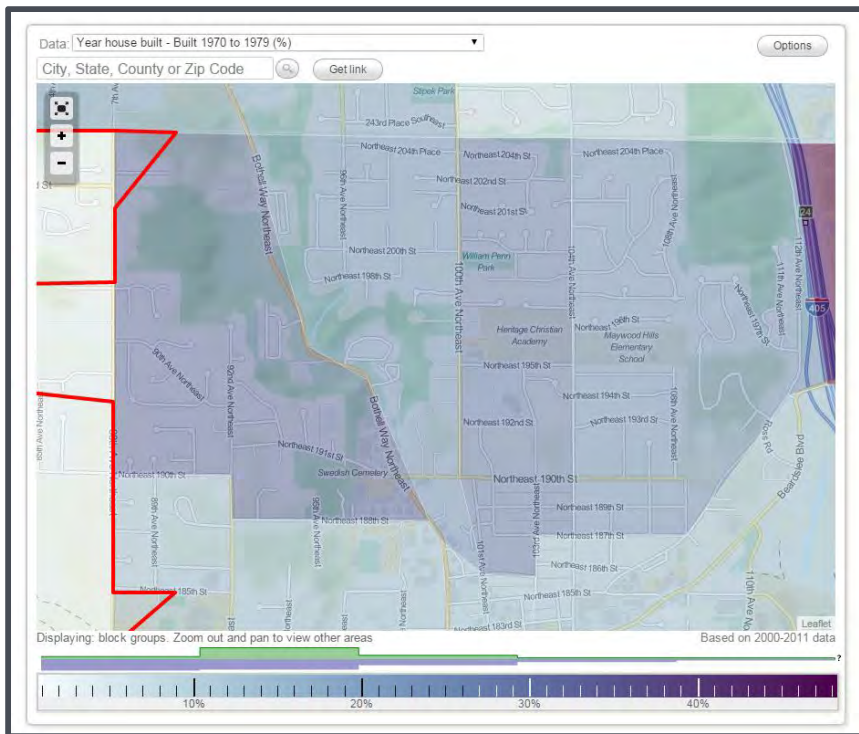
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# 3 EASY STEPS TO D2D SUCCESS



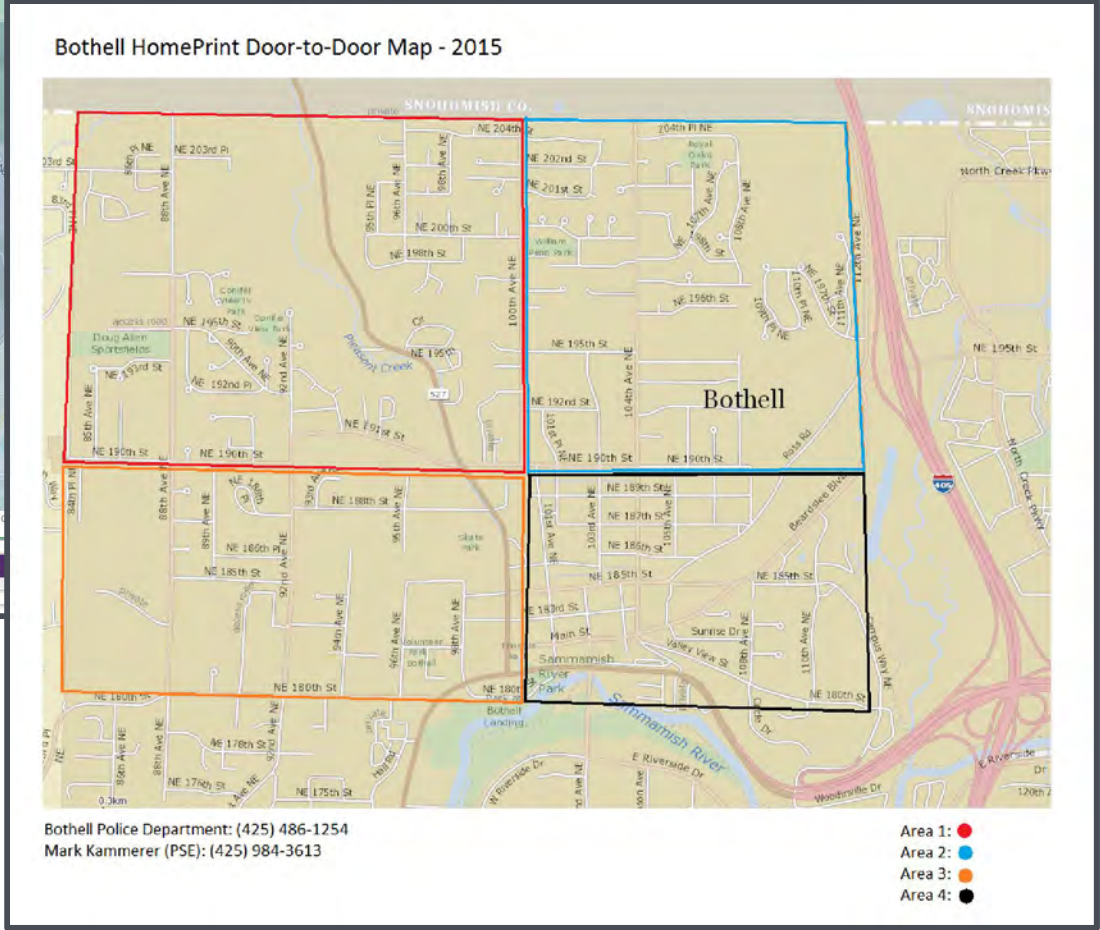
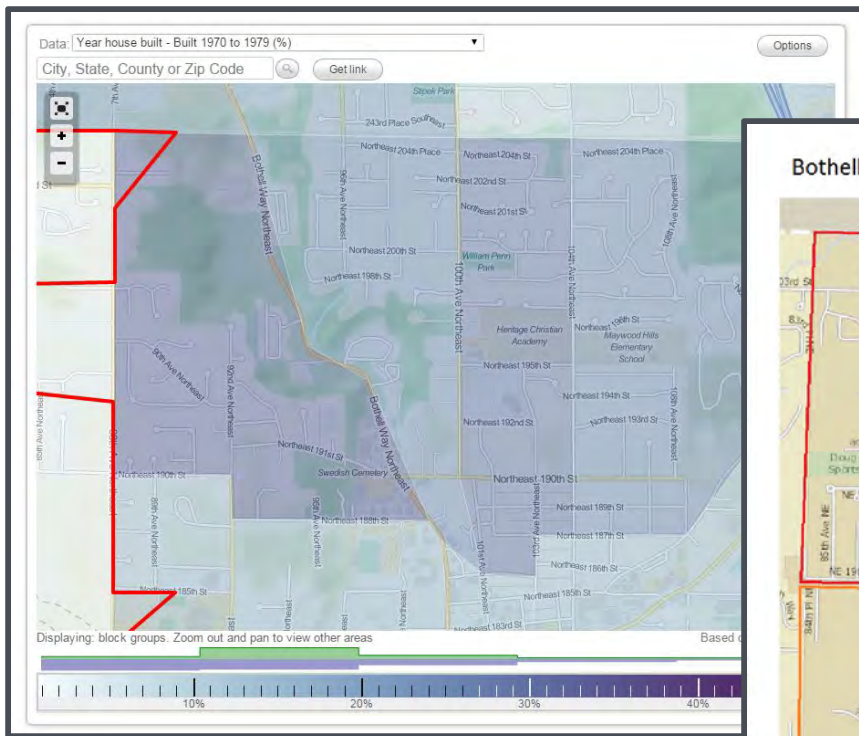
# HIRE GREAT PEOPLE





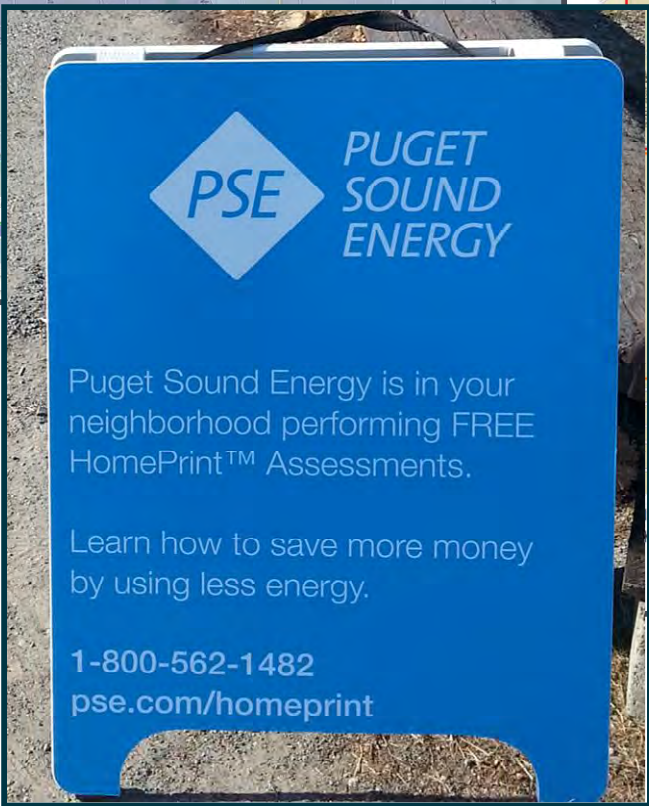
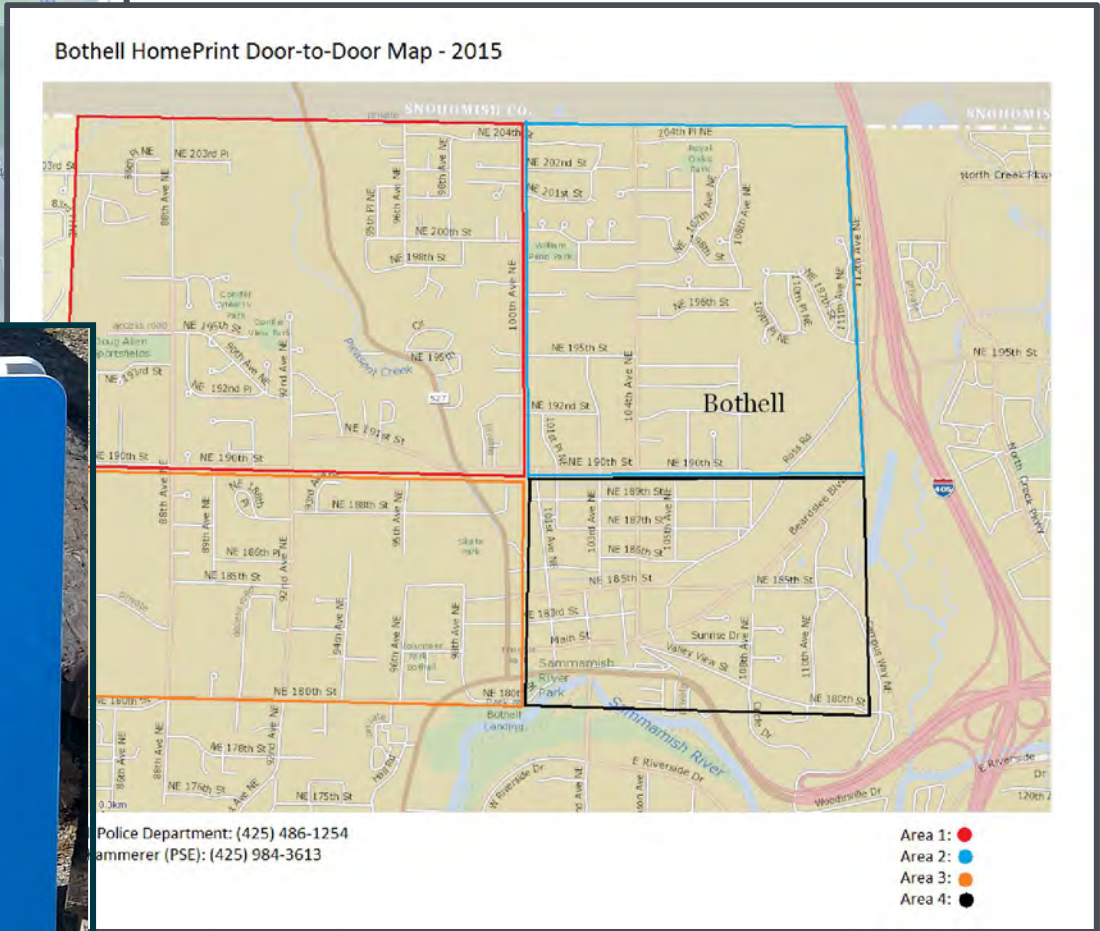
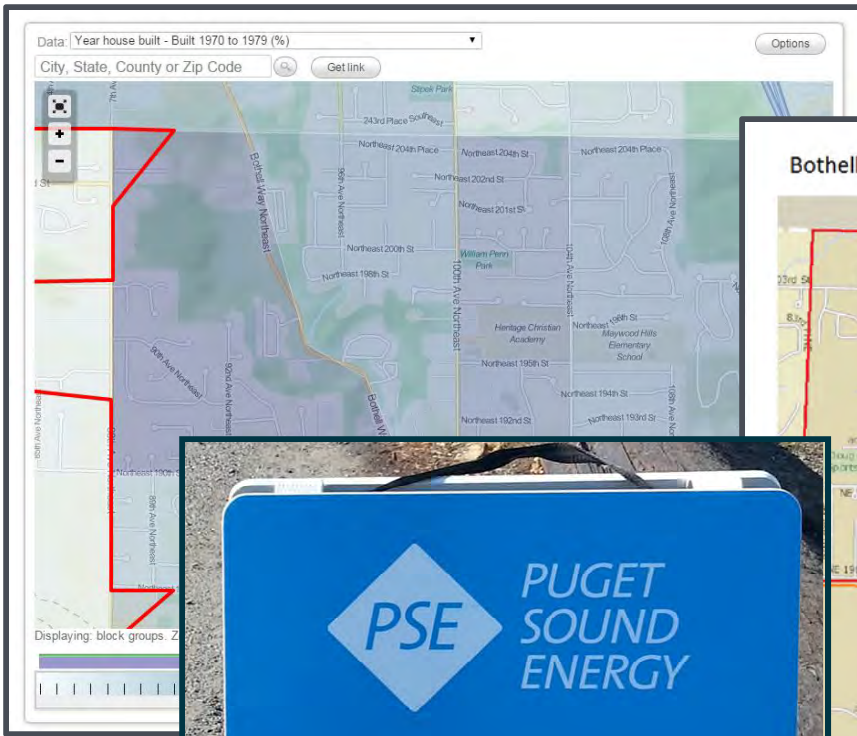
# OVER-PREPARE





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**GO!!! (AND OPTIMIZE AS YOU GO)**

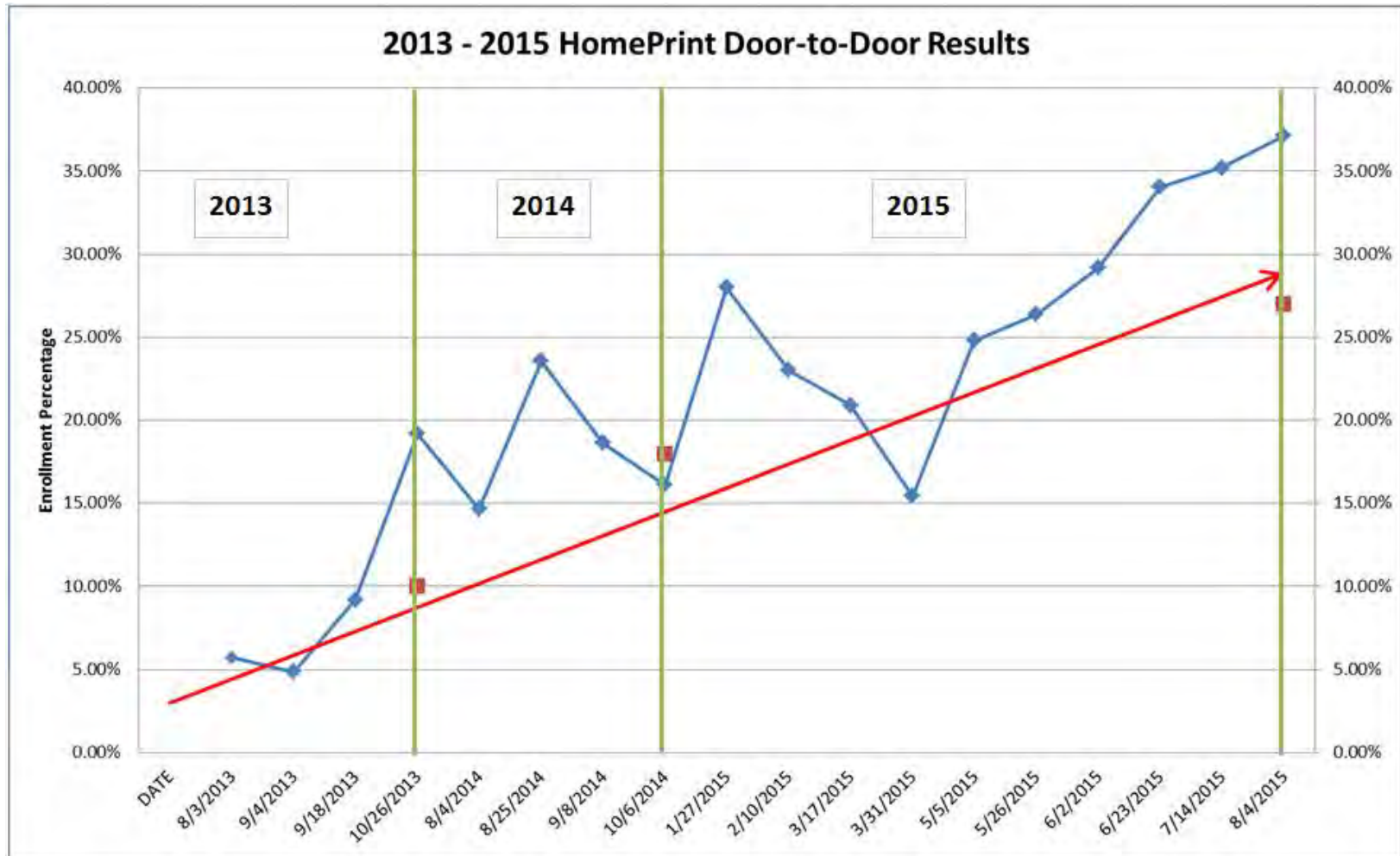


# RESULTS...

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 HomePrint™ Assessment	2013	2014	2015
Engagements	<b>3,522</b>	<b>3,634</b>	<b>2,826</b>
Enrollments	<b>258</b>	<b>654</b>	<b>886</b>
Percentage	<b>10%</b>	<b>18%</b>	<b>27%</b>

# UP...AND TO THE RIGHT



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**THANK YOU!**  
**QUESTIONS?**