Organizing a Great NDEW Event
September 14-22, 2019

driveelectricweek.com

PRESENTED BY:

Plug In America
Electric Auto Association
SIERRA CLUB
Webinar Agenda

NDEW 2019 Goals

Tips and Resources

Local Sponsorships

Guest Speakers

Q + A
Presenters

Kylie Morgan
Program Coordinator
Plug In America

Hiue Le
Campaign Representative
Clean Transportation
Sierra Club

Guest Speaker:
Terry Travis
President and Founder
EVHybridNoire

Guest Speaker:
Barry Kresch
Board Member
Connecticut EV Club
#NDEW2019 Goals

2019
- 350 events
- 315 cities, 50 states
- 800 media hits
- 11,000+ test drives/rides
- 180 public leaders

2018
- 321 events
- 296 cities, 50 states
- 10,200+ test drives/rides

2017
- 276 events
- 262 cities, 50 states
- 8,200+ test drives/rides
125 events as of today!
NDEW Event Features

Rides and Drives

Talking to EV Owners

Film Viewing or Panel Discussion

Photo Credit: ACDC Hybrid EV Training
NDEW Event Features

Ribbon Cutting Ceremony

Exhibitor Booths

Private and Public Fleet Displays

Photo Credit: Margo Magnant

Photo Credit: North Central Texas Council of Governments

Photo Credit: Poolesville.Green - JD Taylor

DRIVEELECTRICWEEK.ORG

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NDEW Event Features

- Electric Bus Rides
- School Bus Displays
- Live Music
- Local Food Trucks
- Workshops

- Speakers
- Public Officials
- Ribbon-cutting
- City Proclamations
- Policy Announcements
Resources

Electric Driveway Party Guide:
https://pluginamerica.org/lets-party/

Resources for Event Organizers:
https://driveelectricweek.org/resources.php

– Free printed materials
How to increase the impact of your event?

Building a clean transportation future *today* starts with YOU!

4 Steps:

1. Invite + **encourage local elected officials** to attend your event

2. Use the **AchiEVe Model EV Policy Toolkit** to work with public officials and accelerate EV adoption in your community.

3. Find a local Electric Auto Association chapter.

4. Organize an EV display at a local Earth Day event for Drive Electric Earth Day
Dear [NAME],

As the [City Captain/Local Organizer] of the National Drive Electric Week (NDEW) event in [CITY], I invite you to attend and speak at our event, which educates the public about electric vehicles and celebrates their many environmental and economic perks. The event takes place on [DATE] at [LOCATION].

National Drive Electric Week, co-presented by the Sierra Club, Plug In America, and the Electric Auto Association, is in collaboration with local partners. It will be held on September 14th - 17th. We are in our seventh year of increasing public awareness for these vehicles, and we are excited about the increasing availability of fully electric and plug-in hybrid electric vehicles on the market. Local supporters of our event [IN LOCATION] include [Local businesses, environmental nonprofits and/or local car dealerships, etc.], which will be offering [ride-and-drives and solar and charging exhibitions]. In addition, our event will include [EV parade, notable speakers, a film viewing, workshops, press conferences for local city agencies to announce new policies and programs, electric vehicle bus demonstration, food vendors with vouchers for first X number attended, music or performers, etc.]

Last year, with 335 events in 212 cities in the U.S. and beyond, our city captains brought NDEW to over 120,000 people and demonstrated the electric vehicles experience through over 7,300 test drives and rides. NDEW 2016 received wide media coverage, with more than 450 media hits on television, print, radio, and web outlets. NDEW 2015 was also a record-breaking success with 156 events in 107 cities, reaching 150,000 people and providing 8,000 test drives. In light of these successes, we are on track for 2017 to be the biggest and best year yet for National Drive Electric Week.

To help fuel this exciting momentum, we would be honored to have you attend our NDEW event and [speak briefly on any new or planned local policies or programs to be highlighted or launched; issues around clean air or transportation; clean energy; the federal and state rebates that are available to people who lease or buy a plug-in electric car or plug-in hybrids, etc.]

Thank you for considering our speaking request, and we look forward to hearing from you!

Sincerely,

[SIGNATORY]
[TITLE]
[EMAIL]
[PHONE]

Find it at:
NDEW site > Resources Page > Additional Resources > Files > Local Support

Template Invitation

Inviting local elected officials to speak at your NDEW event is quick + easy, with big upside!

Replace the yellow sections with your specific info

NDEW site > Resources Page > Additional Resources > Files > Local Support

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NDEW City Proclamation

Governors Inslee of Washington, Malloy of Connecticut, Sununu of New Hampshire, and Murphy of New Jersey issued National Drive Electric Week proclamations for their states.

Hamden, CT held its first ever NDEW event and had a proclamation signed by Hamden Mayor Curt Leng.
Online Event Page Functions

• Notes For City Captains section
• Editing your event description
• Asking attendees if they want to share their EV experience, show their EV, or offer rides to attendees
• Feature to request attendee email addresses
• Registering co-captains
Local Sponsorships

- What can sponsors provide?
  - Event space
  - Promote your event via email, print ads, social media, etc.
  - Contribute funds or in-kind donations such as food or raffle prizes
- What benefits can you offer sponsors?
  - Logo / brand visibility (social media, banners/posters, etc.)
  - Booth at the event
  - Potential customer leads (for dealerships)
Guest Speaker

Terry Travis
President and Founder, EVHybridNoire
National Drive Electric Week City Captain
Guest Speaker:
Barry Kresch
Board member, Connecticut EV Club
EV Event Producer
Questions?

Contact Kylie Morgan
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