

THE SWITCH IS ON

Powered by the Building Decarbonization Coalition



One-Stop Hub

The Building Decarbonization Coalition is a non-profit organization that offers a one-stop hub, The Switch Is On. The hub provides:

Marketing, Education, and Outreach

Robust marketing campaigns and community-based social marketing efforts

Technical Assistance

Centralized website, complete with searchable tools and educational resources

Funnel Experience

Help people to make the switch through our 3-step funnel: educate, inspire, and switch

Educate



Increase awareness and favorability



Robust media campaigns

Inspire



Experiential storytelling from trusted messengers



Local community partner collaborations

Switch



Educational hubs and resources



Finder Tools: incentives, contractors, and products

Educate



Ying Shipman



New Induction Owner

... exactly same model here, and I absolutely love it.

The Switch Is On Ambassador cooking her cultural food on induction; partners can use these educational videos, which are available in multiple lengths and formats

Website

Educational content housed in one place and delivered in a variety of formats: webpages, blog articles, ebooks, graphics, guides, and more

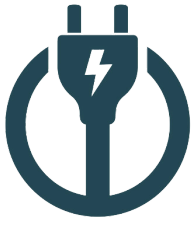
Marketing Campaigns

Through paid, social, and earned media, we provide air coverage on successful pro-electrification messaging and tell compelling stories of people who made the switch

Partner Content Portal

Library of creative resources including benefits, explainers, and how-to's in video, flyers, and social media formats and variety of languages





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Inspire



The Switch Is On Ambassadors and a BChefluencer tabling at a community event and demonstrating cooking food with a wok on induction technology, talking with and inspiring hundreds

Ambassador Program

Five-step volunteer training program on home electrification that includes onboarding, training, networking, mentoring, and recognition

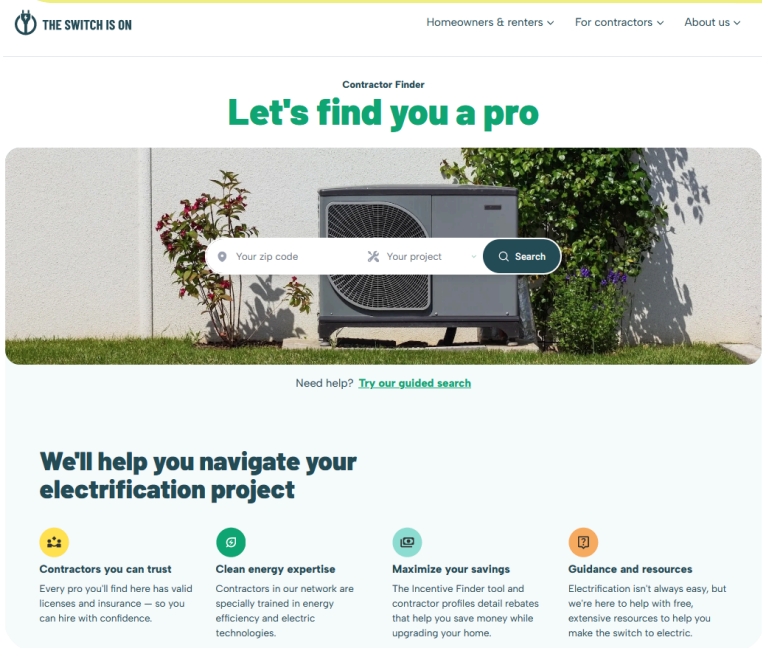
Experiential Events

Our ambassadors are empowered to inspire their communities by leading tabling, workshops, induction demos, home tours, and sharing their stories in the news, blog articles, videos, and even through songs

Community Outreach Partnerships

Opportunities to grow The Switch Is On Ambassadors and experiential events in your community to promote your local programs and inspire people to make the switch

Switch



We'll help you navigate your electrification project

- Contractors you can trust**
Every pro you'll find here has valid licenses and insurance — so you can hire with confidence.
- Clean energy expertise**
Contractors in our network are specially trained in energy efficiency and electric technologies.
- Maximize your savings**
The Incentive Finder tool and contractor profiles detail rebates that help you save money while upgrading your home.
- Guidance and resources**
Electrification isn't always easy, but we're here to help with free, extensive resources to help you make the switch to electric.

With over 2 million website visitors, The Switch Is On digital platform receives half a million incentive searches annually and has the most comprehensive list of 1,100 contractors



Comprehensive Incentive Finder

All federal, state, and local incentives, searchable by location and stackable



Electric Product Finder

Find rebate-eligible electric products



Verified Contractor Finder

Licensed contractors for electric projects, searchable by location and products



Service Provider Materials

Educational training material and tools for contractors, retailers, and manufacturers

