

Template for coaching welcome email

March 13, 2025

Instructions:

Cut-and-paste the content below into an email sent to each person who provided their name on a signup sheet. Preferred is to send one-to-one emails with the person's name. If sending to a group, use bcc: Definitely do not send to the group as primary recipients, which would expose their email to the others.

Send the email from the goelectricaz@gmail.com account. pw: ETWG5201

If the email bounces, call on phone and have discussion (see outline below). If you leave a phone message and there is no response within 1 week, check it as "No response".

Subject line: Greetings from Go Electric Arizona,

Greetings,

Thank you for stopping by and chatting with us at the Tucson Festival of Books. I'm delighted that you're interested in learning more about Go Electric Arizona, a project of Sustainable Tucson. We provide a volunteer-based service dedicated to helping homeowners transition to electrified and energy-efficient homes. Our team of knowledgeable volunteers is passionate about energy conservation and is committed to helping homeowners navigate the complex world of home electrification. A volunteer coach with no financial stake in the outcome can help you get started, and in some cases guide you all the way through the process of electrification.

The program's website, goelectricaz.org, offers resources on electrification (Learn tab) and details on how the free coaching service works (Coaching tab). Go Electric Arizona is ready to help you get a handle on the options best suited to your needs.

Reach out today. There is a short online form to [request a coach](#), and another to [be trained as a coach](#).

Sincerely,

Gordon Nuttall

volunteer coach