

# ENCOURAGING INVESTMENT IN THE BIG SOLAR CO-OP



**Joanna Coull**  
Founder, Green Investing



**Chris Bettles**  
Co-Founder, If Not Now

# AGENDA

14:00 Introductions

14:05 Understanding and Communicating a Community Share Offer, with Joanna Coull

14:20 Q&A with Joanna Coull

14:25 Planning & running a Community Share Offer Campaign, with Chris Bettles

14:40 Q&A with Chris Bettles

14:40 Open Q&A and Discussion

# UNDERSTANDING & COMMUNICATING A COMMUNITY SHARE OFFER



**Joanna Coull**  
Founder, Green Investing Ltd

# MY FINANCIAL BACKGROUND

## My story

In October 2019 I woke up to the climate (meta) crisis. With this awakening came the realisation that our current economic structure, of which financial services plays a huge part, is responsible for the destruction of our planet and general worldwide inequality. At the same time my whole belief system of the financial services world was challenged.

Instead of leaving financial services completely (which I nearly did) I realised I could use my 40 years of skills and experience to do good for planet and people.

It has become my mission to show people how they can invest their pensions and savings in a way that really makes a difference. How to invest into responsible, sustainable and impactful investments. We have more power at our fingertips and can achieve more through our investments, pensions in particular, than governments.

# THE INVESTMENT WORLD

## SAVINGS AND INVESTMENT OPTIONS IN THE PERSONAL FINANCIAL WORLD

		Example
interest/growth rate		
● Bank current account	0.95% - 3.25%	
● Bank savings account	5.0% - 5.5%	
● Mortgage		Bank base 5% - variable
mortgage 7%		
● Cash ISA		Best current rate 4.85%
● Stocks and shares ISA	5% projected - depends on	
performance		
● Personal pension	5%	
Work-based pension	5%	

# PENSIONS

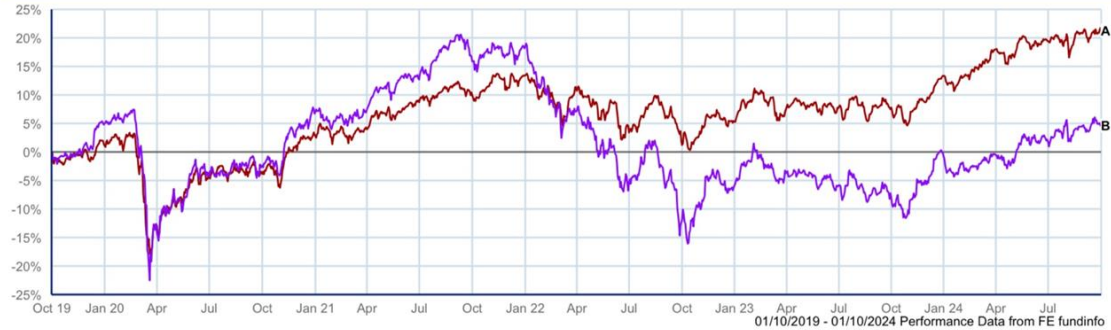
**1984 - I joined the financial services world. There were two main types of pensions. Retirement Annuity and Company. Both offered none or very little investment choices.**

**1986 - the personal pension was introduced. Whilst pension members could choose how their money was invested the choice of investment funds was minimal.**

**2012 - automatic enrollment via a workplace pension. Most employees are invested in the default fund but can make changes if they know how.**

# AVIVA pension managed fund

## Multi-Plot Charting



Cumulative performance		1m	3m	6m	1y	3y	5y	10y	Start of Data
A	Aviva Growth Managed Pn S12	0.1%	1.6%	2.8%	12.8%	10.3%	21.3%	69.2%	735.6%
B	Aviva Ethical Distribution AP 8 Acc	0.0%	2.9%	5.0%	12.8%	-9.7%	4.6%	42.7%	115.8%

Discrete performance		0-12m	12-24m	24-36m	36-48m	48-60m
A	Aviva Growth Managed Pn S12	12.8%	5.6%	-7.4%	14.5%	-3.9%
B	Aviva Ethical Distribution AP 8 Acc	12.8%	5.8%	-24.4%	18.5%	-2.2%

Annualised Performance		1y	3y	5y	10y	Start of Data
A	Aviva Growth Managed Pn S12	12.8%	3.3%	3.9%	5.4%	6.5%
B	Aviva Ethical Distribution AP 8 Acc	12.8%	-3.3%	0.9%	3.6%	3.0%

# ISAs

**ISAs cash and stocks and shares**

**1999 - Gordon Brown launched ISAs. They've now become an essential way of saving and investing**

**A stocks and shares ISA is available through many investment companies with access to many sustainable funds**

**Cash ISAs like bank savings accounts offer interest rates, often fixed. Currently top of the market is Gatehouse Bank (a new ethical bank) at 4.85% fixed for a year**



# COMMUNITY SHARES

**Community shares how they work and why they could and should be a key part of a client's investments**

**2012 - Community Shares launched**

**Community businesses need capital to start, grow and be sustainable. Government funding is diminishing and banks and other institutions are reluctant to take on the risk**

**In a world where over 80% of people want their money to be invested ethically investing into Community Shares is a way to 'make your money do good'.**

**Most of my clients make charitable donations but here the emphasis is on actual investment into communities rather than just donating to national and global good causes**

# FINANCIAL CONDUCT AUTHORITY RISK INFORMATION

## KEY RISKS

1. You could lose all the money you invest
2. You won't get your money back quickly
3. Don't put all your eggs in one basket
4. The value of your investment can be reduced
5. You are unlikely to be protected if something goes wrong

# BIG SOLAR CO-OP COMMUNITY SHARES

## KEY POINTS

- Shares offered at £1. Minimum investment £100. Maximum £100,000
- Forecast interest 2% above bank base rate (currently 5%)
- Aiming to paying interest in the third year after buying shares
- Return of shareholder's original capital not planned until such time as Big Solar Co-op no longer needs new capital
- Shareholders may apply to withdraw all or part of their shareholding but it will be at the Board's discretion.
- Community Shares should not be viewed as an easily accessible investment - an ISA can serve that purpose

# 5 MINS Q&A



**Joanna Coull**  
**Founder, Green Investing Ltd**

# PLANNING & RUNNING A COMMUNITY SHARE OFFER CAMPAIGN



**Chris Bettles**  
Co-Founder, If Not Now

# BACKGROUND

## A bit about us

- I co-run If Not Now, an agency that for 8 years has exclusively run digital-first campaigns in the social and environmental space including charities, cooperatives and social enterprises.
- I've been running campaigns for community energy organisations for even longer than If Not Now has been running, over 10 years.
- We've worked with many different community energy organisations in that time, often focusing on helping them successfully raise funds through share offers, bond offers and crowdfunding.
- We started working with Big Solar Co-op earlier this year, and a couple of weeks ago we launched a 6 month investment drive with the aim of raising an additional £1million in investment.
- This very brief session will give you a sense of how we approach building & running a share offer campaign in the community energy space, with a focus on digital campaigning.



# WHAT WE'LL COVER

- Audience
- Tone & Messaging
- Channels
- Content
- Common Challenges & Tactics to overcome them.
- Approach to the BSC share offer campaign

# AUDIENCE

## Some questions to consider

- Who are your target audience for raising funds?
- Are your audience local, National, Or both?
- Is the target area wealthy or lower income?
- Is there a lot of support for community activities, and an understanding of Climate change and clean energy?



# CHANNELS

Once we've got a good sense of our audience, we move onto which 'channels' we're going to be using

- **Organic social media** - Facebook? Instagram? (X) Twitter? LinkedIn? TikTok? Others?
- **Paid social media** - Facebook? Instagram? (X) Twitter? LinkedIn? TikTok? Others?
- **Influencers** (Networks of People and orgs who could help amplify your message)
- **Programmatic** (Other Paid digital ads, like Google Ads)
- **Website**
- **Email**
- **Events** (Online and/or offline)
- **Print Media Ads** - Which ones?

# TONE & MESSAGING

## Some questions to consider

- **How formal or informal should your tone be in comms materials?** Balance of 'community' and 'professional' is a common one you want to get right.
- **What key motivations do you want to focus on and how much?** Climate, community? Social impact? Democratic organisation? Pragmatic solutions? Return on investment?
- **What are your key messages you want to communicate through your messages?** These are the points you want to keep reiterating as often as possible throughout your campaign

# COMMON CHALLENGES & TACTICS

## Common challenges and tactics to overcome them

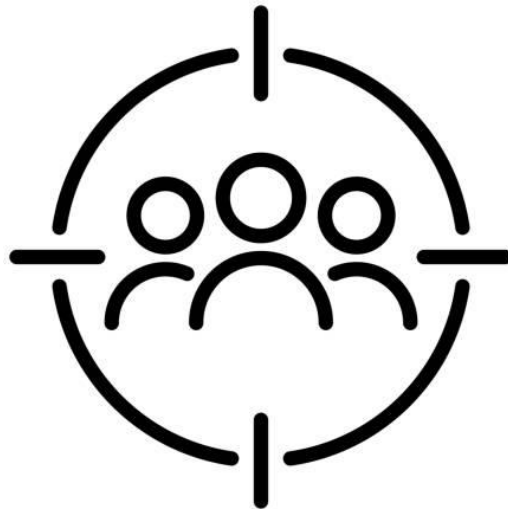
COMMON CHALLENGES	TACTICS
<b>To invest is often a significant decision, that can take time.</b>	<ul style="list-style-type: none"><li>• Retargeting.</li><li>• Highlighting or creating 'deadlines'.</li><li>• Building a funnel to investment. Running online events.</li><li>• Capturing people's email address for follow up.</li></ul>
<b>Complicated investment processes, due to regulation.</b>	<ul style="list-style-type: none"><li>• Allow sufficient time.</li><li>• Look for ways to simplify if possible.</li><li>• Think about ways to support people with the process if not.</li></ul>
<b>Building trust in a new or unfamiliar organisation.</b>	<ul style="list-style-type: none"><li>• Regular communication outside of share offer periods.</li><li>• Running online events.</li><li>• Working with influencers.</li></ul>
<b>Understanding how Community energy and</b>	<ul style="list-style-type: none"><li>• Clear and thorough communication, through multiple approaches. \</li><li>• Running online events.</li></ul>
<b>Broader economic issues that make people less keen to invest as much.</b>	<ul style="list-style-type: none"><li>• Focus more on audiences who are more likely to be able to invest larger amounts.,</li></ul>

# THE BIG SOLAR CO-OP CAMPAIGN OVERVIEW

## Target Audience

Our audience as it stands is:

- Located across the UK
- Over Age 40
- Ethical Consumers
- People who care about climate
- People supportive of clean energy



VECTOR

# THE BIG SOLAR CO-OP CAMPAIGN OVERVIEW

## Paid Social

We know that paid social is where we see high impact over a limited time frame

We'll be focussing mainly on Facebook, with some testing on LinkedIn & Instagram.

## Organic Social

Organic social will play the role of building trust and an engaged community which will help investment in the longer term.

Our focus will be mainly on Twitter, Facebook & LinkedIn. .

## Influencers

We hope that with support from BSC volunteers we'll be able to mobilise supportive people and organisations to promote the share offer.

## Email

We will use the BSC mailing list, recently boosted by pre a pre-launch mailing list drive which added approx 500 sign-ups, to reinforce calls to invest.

# THE BIG SOLAR CO-OP CAMPAIGN OVERVIEW

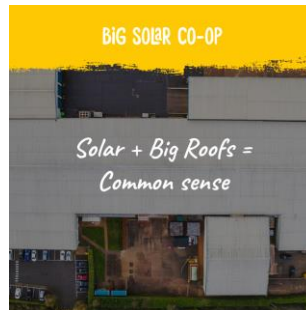
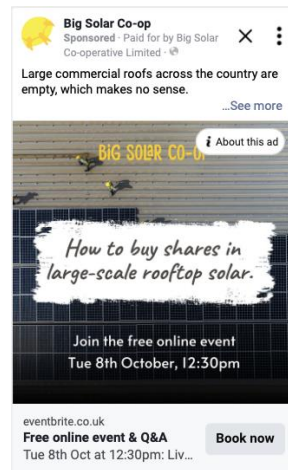
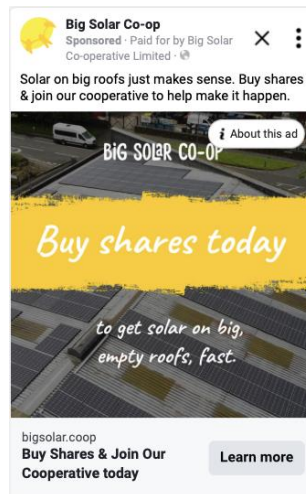
## Messaging

We've kept the messaging, direct & pragmatic, highlighting the common-sense approach BSC is taking to solve a problem.

## Content

We've started activity with a combination of photos and graphics, which are already performing well.

Next, we'll be working on a series of short form videos also.



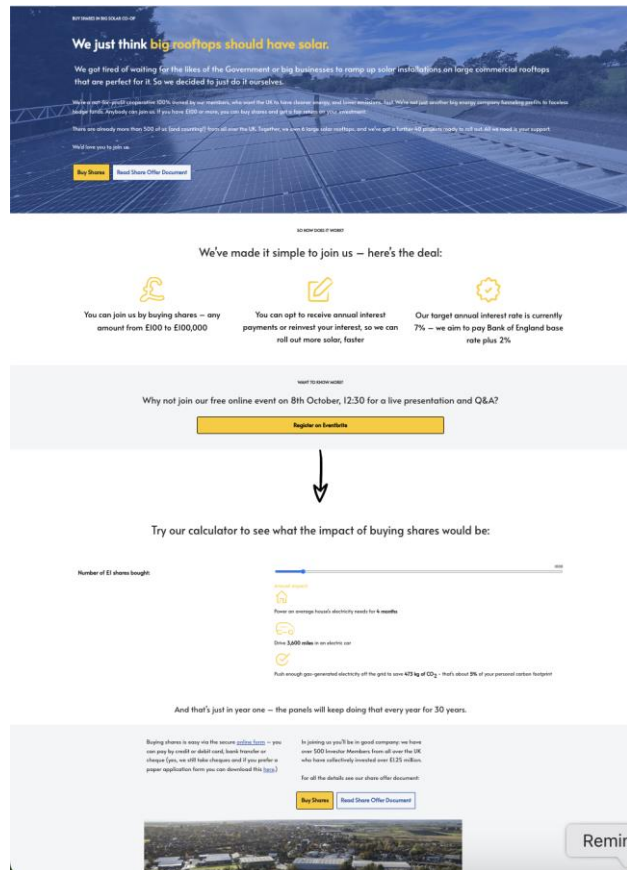
# THE BIG SOLAR CO-OP CAMPAIGN OVERVIEW

## Website / Landing Page

In order to maximise conversion we have made updates to the BSC website, specifically the page that encourages investment.

We have used straight talking copy, clearly presented information, and a clean, simple design.

We've also given prospective investors the chance to invest immediately or sign up to an online event to learn more




# THE BIG SOLAR CO-OP CAMPAIGN OVERVIEW

## Simple Investment Process

The investment process for BSC through Sharenergy is very straightforward.

We are hoping that this simplicity helps contribute towards strong results over the coming months.



### Share offer 2024

This is the secure form to apply for shares in Big Solar Co-op. Please make sure you have read the share offer document on our website (<https://big-solar.co.uk>) before applying. **By making an application you are confirming that you have read the share offer document and accept the Terms and Conditions.**

You can pay online by card or pay later by bank transfer or by cheque. **If paying by card we pay a percentage fee - please consider paying by bank transfer if you have time.**

As this is a rolling share offer, we are issuing share certificates once every three months. The next issue of share certificates is currently scheduled to take place towards the end of December 2024.

Amount to invest £ \*

Email Address \*

☐ Apply on behalf of organisation

First Name \*

Middle Name

Last Name \*

Birth Date \*

Street Address \*

Address Line 2

Address Line 3

Town \*

Postcode \*

Country \*

United Kingdom

Phone \*

If paying by card, please note you will need to enter postcode again alongside your card details as part of new card processor requirements.

Please provide a phone number in case we need to contact you about your application

Data consent \*


☒ I consent to my personal data being kept and processed for the purposes of creating and administering my application and for keeping me informed about the Society

Your data will be kept in accordance with Data Protection legislation and will never be passed to third parties for any purpose. For more detail see the Sharenergy Data Privacy Notice

Where did you hear about this share offer?

is word of mouth, Sharenergy newsletter, internet search, newspaper, advert, local event, poster, flyer etc.

☒ Apply



Powered by Sharenergy Admin Services

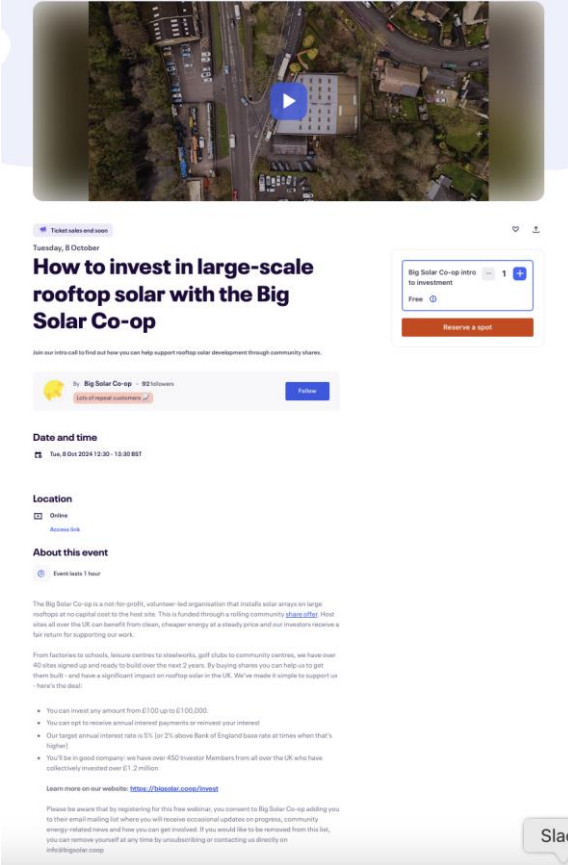


# THE BIG SOLAR CO-OP CAMPAIGN OVERVIEW

## Regular Online Events

Free, monthly, and live online events which are clearly focussed on how to invest are a key part of our funnel to encourage investment.

These events not only help inform people, build trust, and encourage them to invest, but it enables us to capture their emails so that we can provide more information, and remind them to invest.



**Ticket sales end soon**

Tuesday, 8 October

### How to invest in large-scale rooftop solar with the Big Solar Co-op

Big Solar Co-op intro to investment  
Free ⓘ

[Reserve a spot](#)

Join our intro call to find out how you can help support rooftop solar development through community shares.

**By Big Solar Co-op** • 82 followers  
[Lots of repeat customers ✓](#)

**Date and time**  
Tue, 8 Oct 2024 12:30 - 13:30 GMT

**Location**  
Online  
[Access link](#)

**About this event**  
Event lasts 1 hour

The Big Solar Co-op is a not-for-profit, volunteer-led organisation that installs solar arrays on large rooftops at no capital cost to the host site. This is funded through a rolling community [share offer](#). Host sites all over the UK can benefit from clean, cheaper energy at a steady price and our investors receive a fair return for supporting our work.

From factories to schools, leisure centres to steelworks, golf clubs to community centres, we have over 40 sites signed up and ready to build over the next 2 years. By buying shares you can help us get them built - and have a significant impact on rooftop solar in the UK. We've made it simple to support us - here's the deal:

- You can invest any amount from £100 up to £100,000.
- You can opt to receive annual interest payments or reinvest your interest.
- Our target annual interest rate is 5% (or 2% above Bank of England base rate at times when that's highest).
- You'll be in good company: we have over 450 Investor Members from all over the UK who have collectively invested over £1.2 million.

Learn more on our website: <https://thesolar.co.uk/invest>

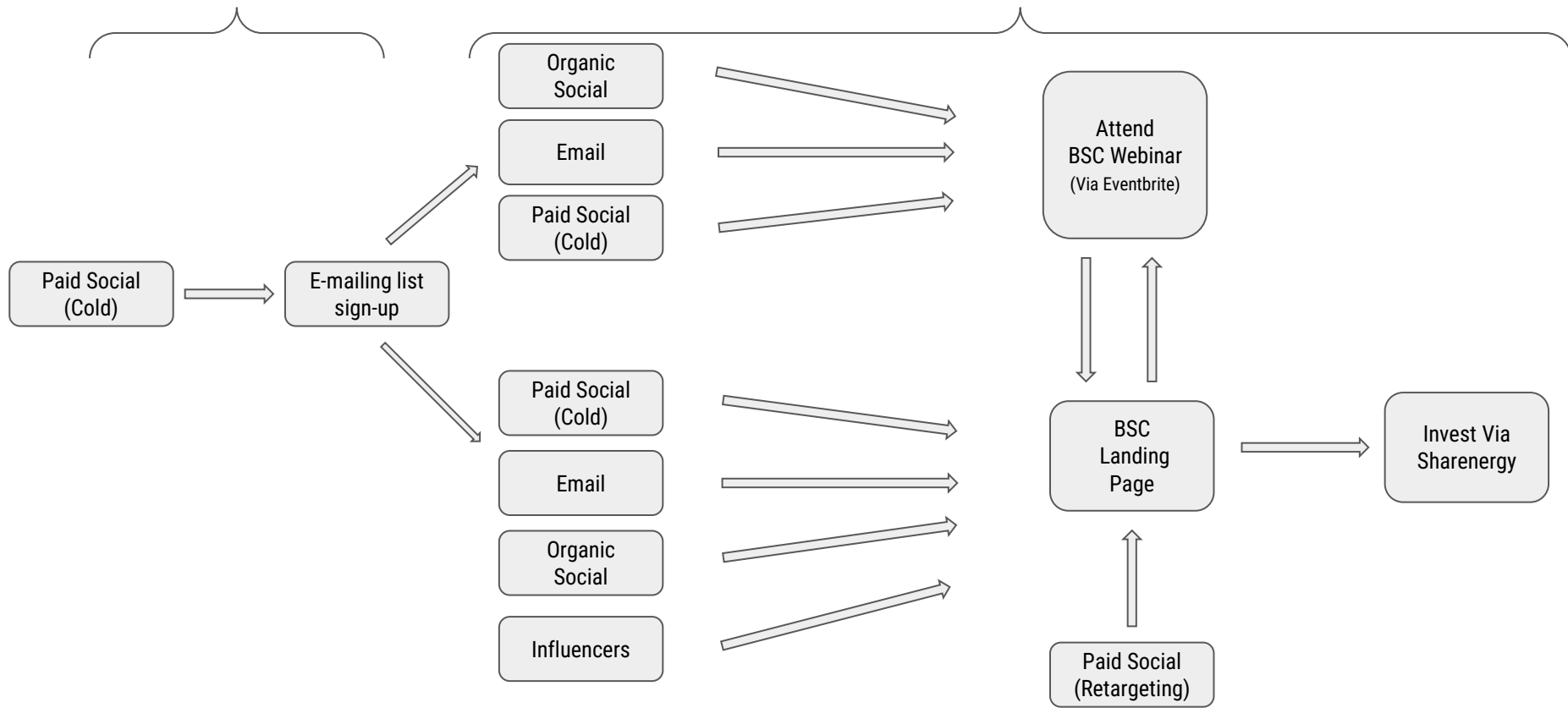
Please be aware that by registering for this free webinar, you consent to Big Solar Co-op sending you to their email mailing list where you will receive occasional updates on progress, community energy-related news and how you can get involved. If you would like to be removed from this list, you can remove yourself at any time by [unsubscribing](#) or contacting us directly on [info@thesolar.co.uk](mailto:info@thesolar.co.uk)

Slack

# THE BIG SOLAR CO-OP CAMPAIGN FUNNEL

## Pre-Launch (Jun - Sep)

## Share Offer Campaign (Sep - Mar)



# 5 MINS Q&A



**Chris Bettles**  
Co-Founder, If Not Now

**ANY MORE QUESTIONS FOR  
CHRIS OR JOANNA?**