

Electric DriveWay Party Checklist

Almost everything in this list is optional. But you can use this as a checklist; just cross off the items that you don't plan to do.

It doesn't even have to be an "Electric DriveWay" party if you are uncomfortable making that the whole focus. You can have any type of party you like; just leave your vehicle in a prominent position, greet guests near it as they arrive, and they are likely to be happy to learn about your new vehicle.

- ✓ Read the "Party Planning" document
- ✓ Select a location (the document has criteria to help)
- ✓ Decide who you are going to invite (the document has some ideas)
- ✓ Invite other plug-in vehicle owners (Plug In America can help you reach other owners in your area)
- ✓ Send out invitations to guests (the document has a sample)
- ✓ Invite the press
- ✓ Make sure you have plans for
 - ✓ Guest parking
 - ✓ Plug-in vehicle parking, with room for pictures and easy access for test drives
 - ✓ A covered area for guests, information, and food
 - ✓ A test-drive route (the document has some tips)
 - ✓ What you will say and show on the test drives
 - ✓ Food and drink
 - ✓ Restrooms
 - ✓ Itinerary – will anybody speak? Will rides be at a certain time?
 - ✓ Showing off related items in the area, like your vehicle's charging setup, or solar panels
 - ✓ A place to put information about cars, solar panels, chargers, etc
 - ✓ Notes on the cars to say whether they are for looking, sitting, rides, or drives
 - ✓ Collecting donations. You could collect for Plug In America, your local Electric Auto Association chapter, or a similar related cause.
- ✓ Print out the other documents in this kit and staple them or put them in a binder for your guests; some prefer to read through the details at their own pace, especially while you are busy giving rides to other guests. But note that many prefer to ask questions, so you should familiarize yourself with the guest documents before the party!
- ✓ Send thank-you's (the document has a sample)



What is in this party kit

The documents in the kit include a couple for you, the host:

Getting Started: (this document)

Party Planning: this includes sample invitations and thank-you's, thoughts on where to hold the party, who to invite, and how to do test rides/drives.

And there are several for you to print for your guests to look at; although you should familiarize yourself with them beforehand!

Posters: these are intended to be printed as 2' x 3' posters that you can print out and display in the area. These contain some of the key facts to impart to your guests.

Plug-In Vehicles: this lays out the basic case for plug-in vehicles for people that are unfamiliar with them. Why you would want one, what vehicles are available, federal and state incentives, and short responses to common myths and questions.

Buyer Tips: this is more-advanced information for somebody that is seriously thinking about purchasing a plug-in vehicle. It includes information on charging at home and in public, utility rate plans and getting cleaner power, and how to calculate your fuel savings.

Tesla Roadster: this describes the Tesla Roadster in detail – specifications, driving and ownership experience, batteries, construction, range, safety, and some details on the upcoming Tesla Model S sedan. Plug In America intends to create similar documents for other plug-in vehicles in the future.

Plug In America: this describes Plug In America for people that are not familiar with our organization. It includes our background, accomplishments, a sign-up sheet for our newsletter, and donation cards.

