

Organise an Event Toolkit

We've heard you: more funding opportunities are key to growing your impact and building resilience. That's why we're teaming up with ethical finance leaders **Ethex** and **Thrive Renewables** to unlock the power of community investment and help you raise the capital you need to thrive.

Now's the time to show how local investment fuels local power.

Whether it's through crowdfunding, community shares, or partnerships with purpose-driven investors, we're supporting our members to raise awareness, grow support, and bring more people into the movement — as supporters, members, and funders.

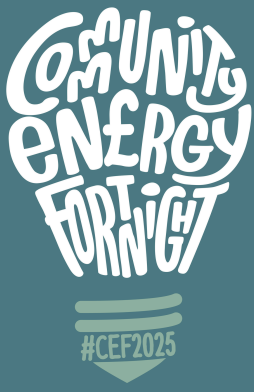
We're encouraging groups across the UK to organise #InvestInCommunityEnergy events — in person or online — that highlight the incredible potential of community-led energy and invite others to back it with their time, their voice, or their investment.

If you'd love to host an event but aren't sure where to start, this guide will walk you through every step: from planning and promotion to running a successful event that connects your community and champions your cause.



#investincommunityenergy

1-14 JULY 2025



Event planning Top Tips

Start Early

The more lead time, the better! Choose a date and start organising and promoting your event as soon as possible.

Define your objectives

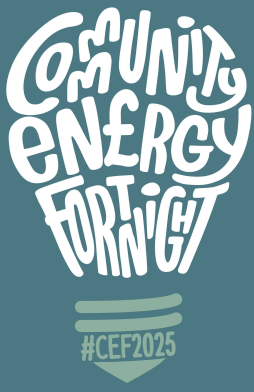
What do you want to achieve? Are you raising awareness, engaging with local politicians, or educating the community about the benefits of community energy?

Invite your MP

MPs are often keen to visit local projects and learn how they can support community energy. Invite them to attend, speak, or even participate in your event.

Prepare materials

Have all the resources and materials you need ready. Use the official Fortnight graphics to create posters, flyers, and social media posts.



Event planning Top Tips

Promote your event

Spread the word through social media, email newsletters, local newspapers, and community bulletin boards.

Use the hashtags #CEF2025 and #InvestCommunityEnergy to connect with the wider movement.

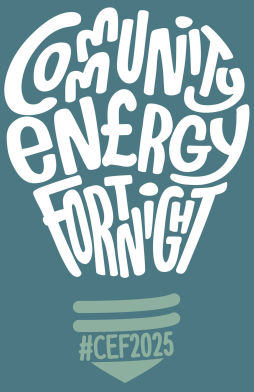
Capture & share

Take photos, record videos, and collect testimonials during your event.

Send your content to us so we can help promote your event and showcase your impact.



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Event ideas

Organise a Site Visit (In-Person)

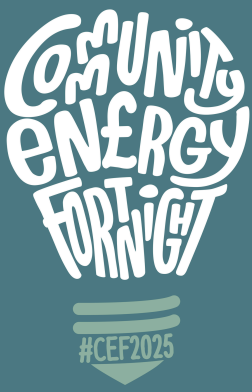
Who to invite: MPs, local politicians, community leaders, press

Why: Showcasing your project in action is one of the most powerful ways to inspire support – and investment. When decision-makers and influencers see the tangible benefits of community energy, they're more likely to champion policy changes and funding opportunities.

Investment angle: Use the visit to highlight how the project was funded, especially if it involved community shares or ethical investment. Show the return – not just financial, but environmental and social.

Tip: Record short, punchy testimonials where guests talk about why investing in community energy matters – and share widely!





Event ideas

Social & Networking Event (In-Person)

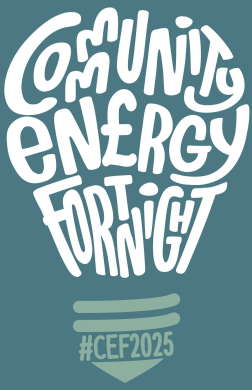
Who to invite: Local influencers, ethical investors, community leaders

Why: A casual gathering can spark serious connections. Bring together people who care about climate, community, and ethical finance — and show them how they can be part of a bigger movement by backing local projects.

Investment angle: Spotlight success stories where local investment made a real difference. Feature community members who've invested and can speak to why they did it. Offer leaflets or a brief talk on upcoming share offers or funding rounds.

Tip: Invite an investor or representative from Ethex or Thrive Renewables to speak — they can demystify the process and share why backing community energy is a smart, values-driven choice.





Event ideas

Launch event for share offer (Online/In-Person)

Who to invite: Local residents, community groups, local businesses, politicians

Why: This is your moment to build momentum. A well-run launch can turn interest into investment.

Investment angle: Make the investment opportunity front and centre. Clearly explain how funds will be used, how people can invest, and what returns — financial and social — they can expect. Emphasise community ownership and control.

Tip: Frame the event as a chance to own a piece of the future. Highlight the toolkit from Ethex and offer a live Q&A to break down the investment process and build trust.

