

pluck

Rethink Runoff

Creative, Spring 2018

Initial Year Two Plan

- Web updates
- Mailchimp integration, including templates
- 3 new :30 second animated spots
- Rain Garden signage (artwork complete, production TBD)

Advertising updates

- Introduce YouTube video advertising
- Rollout video to social media

Web updates

- General content updates
- Events section, including registration
- Stream Monitoring updates, including maps/live HTML charts, revised data
- SEO, ongoing, in progress
- Stream Team/Mailchimp automatic sign-up

Creative

Sizes include 300x250, 200x200, 250x250, 336x280, 728x90, 160x600



General



General



Fertilizer



Rain Garden



Downspouts



Downspouts



General



General



Fertilizer



Rain Garden



Pet Waste



Get Involved/Stream Team



Water sports
June-August



Water sports
June-August



Algae Blooms
Launching in July, depending
on blooms

Print Ads, Seven Days

FERTILIZING YOUR LAWN?

In the fall or not at all.

Adding fertilizer in the fall leads to a green, healthy lawn next year. When fertilizer is over applied to the landscape, it is washed into our waterways via stormwater runoff.

Learn more at RethinkRunoff.org



RETHINK RUNOFF

Quarter page

WHAT CAN YOU DO TO REDUCE STORMWATER RUNOFF?

1 Avoid fertilizers

When fertilizer is over applied to the landscape, rain often washes it directly into our streams, rivers and lakes.



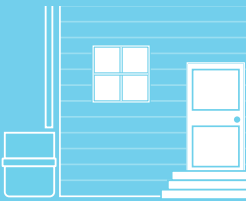
2 Plant a rain garden

A rain garden allows the stormwater to pool for a short period of time in the garden. As the water soaks into the ground, it is cleaned by the plants and the soil microbes in the soil.



3 Install a rain barrel

A rain barrel collects stormwater from your gutter and downspouts, keeping it off driveways where it can wash dirt and pollutants into our streams, rivers and lakes.



Learn more at RethinkRunoff.org



RETHINK RUNOFF

Half page



RETHINK RUNOFF

Slow the flow of stormwater

Plant a rain garden to reduce stormwater runoff.

Learn more at RethinkRunoff.org



KEEP LAKE CHAMPLAIN CLEAN!

Quarter page

Video/Radio Script

Hey!

Did you know that rain washes pollutants and other materials like dirt into the storm drains that lead to Lake Champlain?

This can cause pollution, bacteria outbreaks and algae blooms.

Yuck!...

But you can help.

Small steps, like *avoiding the use of lawn fertilizers (April-mid-June)*

installing a rain garden (late May-July)

installing a rain barrel (early June-July)

can help improve the health of the lake for future generations.

Help Keep Lake Champlain Clean. [Rethinkrunoff dot org](http://Rethinkrunoff.org)

Community Garden Signage



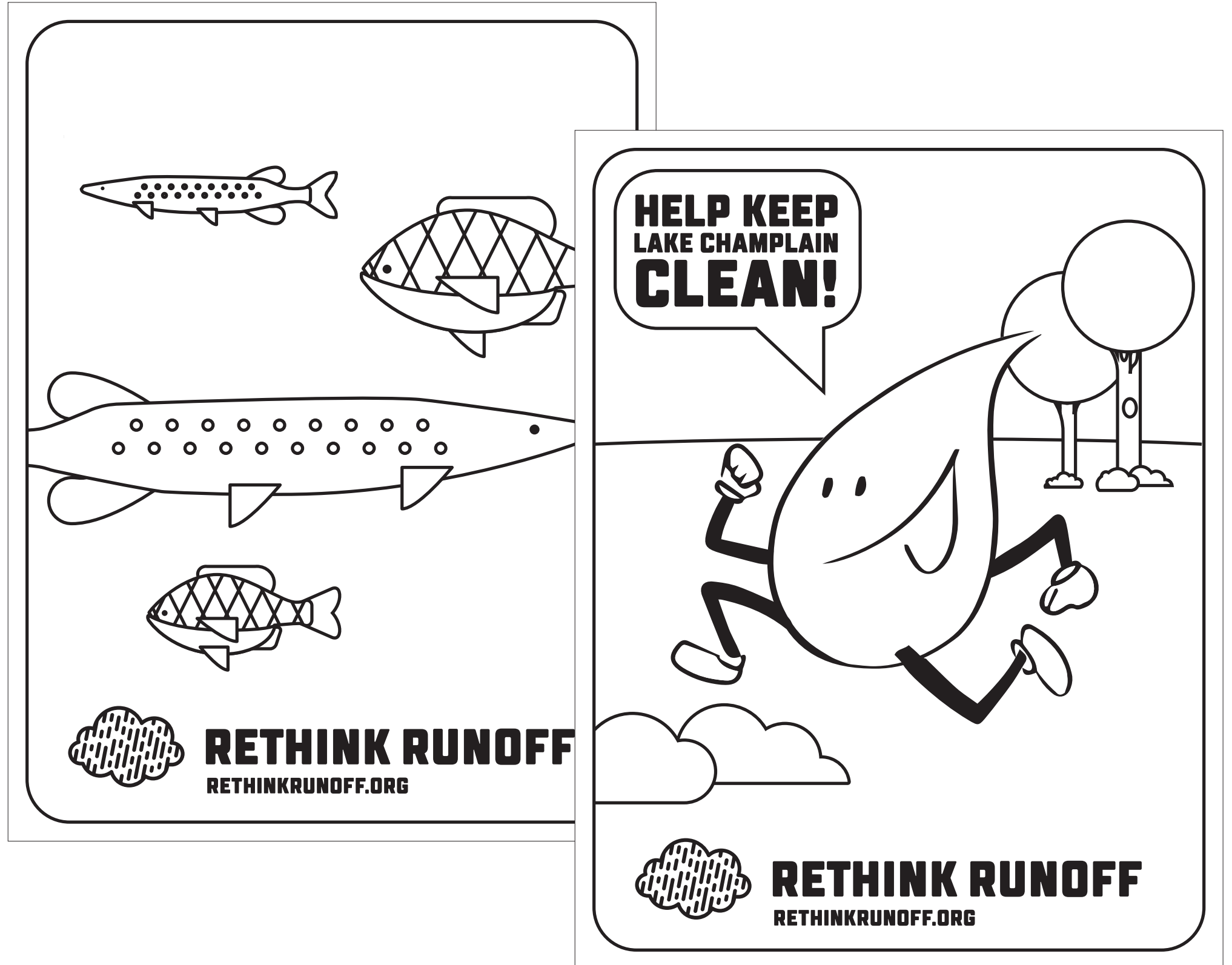
Estimated completion

End of June

Outreach



Sticker 2017/2018



Coloring Sheets

Flexible HTML
template

First Email
April 2018

**RETHINK RUNOFF**

GET INVOLVED | GET EDUCATED

600x215

Title to Come

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LEARN MORE

Upcoming Events

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Event Name**Event Date**

CATEGORY

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Learn More

Recent Events


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287x192

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Mrs. Drop's Monthly Tip

As summer draws to an end, it's time to prep our lawns and gardens for fall. To reduce runoff consider: Don't guess, soil test! Take soil samples to see if your lawn really needs fertilizer. If you do apply, do so in fall and check to see if rain is in forecast. Wait for a sunny day!

Did you know?

9 streams are classified as "stormwater-impaired" in Chittenden County alone, meaning that our roads, parking lots and buildings are having a significant, negative impact on local water quality.

EXPLORE THE LAKE CHAMPLAIN BASIN

About Rethink Runoff

Formed in April 2017, Rethink Runoff is an ongoing campaign managed by the Chittenden County Regional Planning Commission (CCRPC). The Rethink Runoff program assists several municipalities and entities in complying with federally required stormwater permits. The Stream Team is the community engagement arm of Rethink Runoff, offering volunteer opportunities, educational workshops, and engaging events in the towns it:

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Mail Story

Upcoming Events

Recent Event
Photo Gallery


Tip of the Month

Did You Know?

Runoff Boilerplate

**RETHINK RUNOFF**


GET INVOLVED | GET EDUCATED



**VT Arbor Day Community Planting Event
Friday, May 4**

The Stream Team is seeking volunteers for a community riparian planting event on Vermont Arbor Day, Friday, May 4th. We will plant trees at two locations: in South Burlington at the Muddy Brook Wetland Preserve and in Williston behind the Central School along Allen Brook. As with many of the small tributaries in Chittenden County, Allen Brook and Muddy Brook lack adequate riparian habitat and are choked by invasive species. Join the worldwide movement this Arbor Day and do your part locally by supporting and volunteering for this event! All volunteers will be encouraged to attend the FREE barbeque to follow the event. To sign up email Holly@winooskinrcd.org or visit rethinkrunoff.org to learn more.

SIGN UP HERE!



Mrs. Drop's Monthly Tip

Be sure to pick up dog poop whenever you walk your dog. It's just as important to pick it up on trails as it is on the sidewalk throughout the entire year!

Learn More

About Rethink Runoff

Rethink Runoff is managed by the Chittenden County Municipal Storm Sewer designated towns and run by the Winooski Natural Resources Conservation District. For more information about programs Rethink Runoff or Winooski Natural Resources Conservation District offer, please email Holly at holly@winooskinrcd.org, or visit rethinkrunoff.org or winooskinrcd.org.

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You are receiving this email because you participated in an event, are a member, or were interested in staying up to date on events, workshops, and other opportunities.
Chittenden County Stream Team
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Suite 1
Berlin, VT 05602

Add us to your address book

MailChimp

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Rethink Runoff

Outreach: Mailchimp template

May 30, 2018

pluck

Upcoming

- Clean Water Week: July
- Algae Bloom mini-campaign: July–August
- Fall campaign
- Ongoing updates and rollout as needed