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
Rethink Runoff

Rain water runs over roofs and driveways, carrying debris into our streams, rivers and lakes.

**KEEP LAKE CHAMPLAIN CLEAN!**

**FERTILIZING YOUR LAWN?**

*In the fall or not at all*

**RETHINKRUNOFF.ORG**

**SLOW THE FLOW**

Redirect downspouts from driveways and sidewalks.

**RETHINKRUNOFF.ORG**

**SLOW THE FLOW**

Learn how to keep our lakes, rivers and streams clean.

**RETHINKRUNOFF.ORG**

**RETHINK RUNOFF**

Learn about how rain and stormwater runoff affect Lake Champlain and its rivers & streams.

**KEEP LAKE CHAMPLAIN CLEAN!**

**FERTILIZING YOUR LAWN?**

*In the fall or not at all...*

**RETHINKRUNOFF.ORG**

**WALKING YOUR DOG?**

Scoop your poop, even in the woods.

**RETHINKRUNOFF.ORG**

**GET INVOLVED/STREAM TEAM**

Downspouts

Downspouts

Pluck

Digital ads

May 30, 2018
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

Print Ads, Seven Days

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

Slow the flow of stormwater
Plant a rain garden to reduce stormwater runoff.

Learn more at RethinkRunoff.org

Keep Lake Champlain Clean!

Quarter page

Half page
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
Community Garden Signage

Estimated completion
End of June
Outreach

Sticker 2017/2018

Outreach: Stickers and Coloring Sheets

May 30, 2018
Flexible HTML template

Mail Story

Upcoming Events

Recent Event

Photo Gallery

Tip of the Month

Did You Know?

Runoff Boilerplate

First Email

April 2018

VT Arbor Day Community Planting Event
Friday, May 4

The Vermont Forest Landscape Initiative will hold a community Arbor Day event to plant trees, shrubs, and native plants at the North Moore School parking lot in Barre. The event will be held rain or shine, and will feature music, food, and games.

To learn more, visit rethinkrunoff.org.

Mrs. Drop's Monthly Tip

Keep your garden beds healthy by adding compost to the soil every year. This will help to improve the soil's structure and fertility.

About Rethink Runoff

Rethink Runoff is a nonprofit organization dedicated to reducing pollution from urban runoff. For more information, visit rethinkrunoff.org.

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Mailchimp template

Mailchimp

Rethink Runoff

Outreach: Mailchimp template

May 30, 2018
Upcoming

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