SCOPE
Rethink Runoff 2019/2020

Reports/General Web Content Updates/Project Management/Meetings: $4,000
Ad Production/Placement $1,500
Creative: $6,500

Potential Projects (exact directions TBD)

Stream Team:
• Work with Kristin to focus on rain garden installation & maintenance. Create a PDF for rain garden plant selection, leveraging other existing resources from our “companion” organizations (like Lawn to Lake). A handy guide that individuals can bring to a gardening store when picking plants.
• Review other print needs.
• Increase the educational materials on the site.

Watershed graphic (still or HTML5)
• Create a general watershed graphic to help explain the concept (isometric-style?) This is a term we use throughout the site that many people do not fully understand.

Social Media Facts/Figures Videos
• Create a series of 15-second animations for social media detailing various Facts & Figures about stormwater runoff. Repurpose elements of the existing 30-second animation, pairing them with statistics about stormwater, etc.

Social Media Tiles
• Create a series of educational social media tiles, based on extending existing creative to leverage messaging across Facebook and Instagram.

Endangered Animals: Lake Champlain Basin
• Create a secondary campaign, to launch in spring, highlighting endangered creatures in the Lake Champlain Basin, creating a link between runoff prevention/reduction and the overall health of the lake. Messaging will focus on the roles we play as ‘stewards of the lake’ and the impact thereof.

Animation
• Additional 30-second animations: Pet Waste, Car Wash.