

## 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.