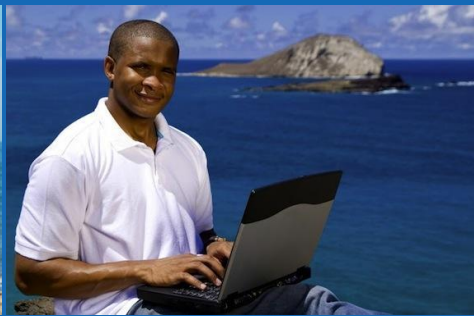
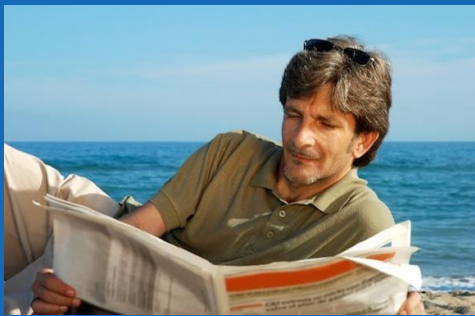




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Outreach Jumpstart Report & Recommendations
Prepared For Ridge to Reefs
November 2015

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Overview

Ridge to Reefs (RTR) and Lori A. Lilly Environmental Solutions in partnership with the City of Baltimore are working to design an outreach campaign to encourage proper disposal of household waste. The ultimate goal of the campaign is to reduce dry weather sanitary sewer overflows (SSOs) caused by disposal of materials such as fats, oils, and grease (FOG) into sinks and drains, or wet wipes into commodes.

In November 2015, we discussed several different approaches to achieve these goals. We have incorporated your feedback and revised your favorite options in this memo.

Next Steps

We have provided the top option here for you to review, in preparation for developing the idea into a full marketing plan, and ultimately a grant application to the Chesapeake Bay Trust. Alternately, if you have a new approach you wish to pursue, we're ready to discuss it with you.

Options


Top Option: Church Pledge Drive

RTR, Lori A. Lilly Environmental Solutions and the City of Baltimore will work with churches to gather pledges of residents to properly dispose of FOG in the trash or at collection sites.

Churches with the most pledges can receive prizes in the form of gift certificates to purchase supplies for their church -- like groceries for their kitchens or supplies for holiday baskets.

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Servants of Christ and stewards of the mysteries of God (1 Corinthians 4:1b)

Advocacy


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- » [Bottled Water Campaign](#)
- » [Energy](#)
- » [Advocacy at the Presbytery Level](#)
- » [History](#)

Check Us Out

H2O

H2O: How to Overcome the Bottled Water Habit

At the June 2005 national conference on Sharing the Waters of Life, we learned about our local watersheds and the impact of our water use around the world. Avoiding bottled water is one way we can take better care of water resources, locally and globally. Download the [H2O: How to Overcome the Bottled Water Habit campaign brochure \(doc\)](#). It includes the history/scripture/church policy that inspired our campaign, a bottled water pledge, a True/False quiz on bottled water, and more. PEC's current Advocacy Committee is in the process of updating this piece for 2010.



We have also drafted sample letters that you can use to encourage your presbytery and/or your congregation to avoid bottled water. Download a [sample presbytery letter](#). Download a [sample congregation letter](#).

In addition, articles written by some of our bottled water task force members for the PEC Update are also now available here. Download "[PEC Makes a Splash at GA.](#)"

- [Click here to Sign the Bottled Water Pledge](#)

Other water resources, educational materials, and worship guides:



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GreenFaith Pledge

Posted by egrunwald at Mar 28, 2011 08:00 AM | [Permalink](#)

The GreenFaith Pledge is a meaningful way to affirm your commitment to care for the earth:

I pledge to make my life a blessing for the earth.

- Take the pledge by clicking the "add comment" button below. Type in "I affirm the GreenFaith pledge."
- If you wish, you may also include a brief statement of personal belief (50 words maximum), expressing what moves you to make this commitment.
- Put your beliefs into action right away, by taking one of the quick, easy steps offered in [Getting Started for Individuals/Households](#) or [Getting Started for Houses of Worship](#).

Pros	Cons
Churches are an institution the target audience trusts	Concern about church-state issues
Opportunity to work with an institution that can deliver message to the community	Could be labor intensive to approach churches one-by-one
The prizes and incentives have a logical connection to problem	Need a lot of prizes which could be costly

The Slope

Target Audience	Church leaders, church members
Impressions	Churches circulate messages to their members. City of Baltimore provides emails, direct mail, pledge cards, website, and social media cross-postings.
Conversions	Church members sign pledge form on website, church members sign pledge cards at church
Cultivation	Thank you emails to pledge signers, send press releases to media in group area, and occasional check in emails and cross-postings via social media.
Big Step	Report results via church bulletins, church email lists, and website. City of Baltimore promotes churches with high pledge numbers via email blasts, social media cross postings, and press releases.

Target Audience

WWTW conducted research on the target audience that lives in the priority neighborhoods for this campaign. More information can be found in the [Target Audience Profile report](#) and the [Behavior Barriers & Benefits Snapshot FOG report](#).

Impressions

How will we get our message to the target audience?

Target Audience	How We Reach Them
Church leaders	Phone calls, emails, direct mail letter, one-on-one

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	visits
Church members	Emails, press release, pass out pledge cards at church, postcards, community liaison presentations at churches

Message Pieces Needed

- Church leaders: Phone script, email script, drafted letter
- Church members: Email script, posters/flyers, pledge card, website pledge, press release, presentation script/PowerPoint, postcard

Message Testing Method

We will test the messages with our Due Diligence Test Panel before finalizing the pieces.

Conversions

How will our target audience respond and how will we record it?

Target Audience	How They Respond	How We Record It
Church leaders	Tell the city if they want to participate or not	Database or spreadsheet
Church members	Sign pledge (card or online) Bring used FOG to collection barrel at church	Database or spreadsheet

Cultivation

Target Audience	Cultivation Attempt #1	Cultivation Attempt #2	Cultivation Attempt #3
Church leaders	Email blast	Phone call	Email blast Send direct mail letter
Church members	Email blast	Direct mail postcard Article in church bulletin	Presentation at church

Big Steps & Goals

Target Audience	Big Step We Want	How We Know If They Take It	Goal
Church leaders	Church to participate in pledge drive	They will agree to participate	5 churches in the first round of the campaign

Church members	Put FOG in the trash or bring used oil to collection site	Sign the pledge Bring FOG to collection barrel at church	50 congregants participate
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Discussion Notes

The group discussed not setting this up as a competition between churches. For each pledge collected, the churches that participate can earn a certain amount towards supplies for their church congregation.

This was a well-liked suggestion and that churches like to do pledges like this. It was described that within each church there is a women's ministry or men's ministry, and they like to take on different pledges and drives, especially around the holidays. For example, each ministry creates Thanksgiving baskets, and with a pledge like this with support from the city they could earn supplies for their baskets.

An example of a "cell phone-a-thon" was given, where the church put posters in the lobby and announcements in the church bulletin to participate.

Brandi mentioned that churches have a lot of different arms to them and it would be best to work with whichever arm it is that has the most trust of the congregation. They can put the message out to the whole congregation, in the daily or Sunday bulletin.

Working with churches would reach a broader demographic than working in the schools. The surveys from WWTW and the surveys in the neighborhoods that Lori did verified that the churches are trusted sources with this audience.

There was a question on if the city has enough of a relationship with churches to get a letter of support. The mayor's office has a faith-based liaison that could perhaps with this. There have been church groups in the past that have worked with the city on stormwater issues.

Project Management

Phases

Phase	Tasks
Phase 1: Kickoff and Preparation	1a. Kickoff 1b. Create database for respondents 1c. Set up procedures for responding to pledge signers 1d. Engage churches to participate
Phase 2: Pre-Campaign Baseline Survey	2a. Develop and conduct baseline survey

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Phase 3: Campaign Preparation	3a. Develop message 3b. Develop promotional materials <ul style="list-style-type: none"> ● Website ● Pledge cards ● Posters/flyers ● Email blasts ● Postcards ● Press releases 3c. Get collection barrels at churches that are participants
Phase 4: Launch and Promote Campaign	4a. Run ads, send emails, send press releases, etc.
Phase 5: Post-Campaign Survey	5a. Conduct post-campaign survey
Phase 6: Award Prizes & Final Report	6a. Tally impressions (pledges signed) 6b. Review pre- and post-survey results 6c. Award prizes to churches and submit press release 6d. Develop recommendations for next campaign

Timeline

Phase	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
Phase 1: Kickoff and Prep										
Phase 2: Pre-Campaign Baseline Survey										
Phase 3: Campaign Preparation										
Phase 4: Launch and Promote Campaign										
Phase 5: Post-Campaign Survey										
Phase 6: Award Prizes & Final Report										

Comment [1]: I'm not sure what to fill in for this project. I read the RFP and it says its a 2 year timeline. But I don't know if they want to run this campaign over 2 years? Also depends on if I have the phases correct I think such as if we're going to do a pre and post campaign survey or not. I would like guidance from you on this please. :)

