

Marketing Action Checklist



Project
Eco-prise
Landfill Diversion Credits

The marketing actions listed below are meaningful ways of raising public awareness in your community for Project Eco-prise, a new initiative of the Regional District of Kitimat-Stikine. We hope that you will undertake as many actions as you can and encourage others to do the same. Actions that RDKS will be responsible for are highlighted with our Zero Waste logo.

- 1. *Get informed.* Review the materials included in your package so you understand the main issues and program offerings (i.e. Fact sheet, PPT)
- 2. *Visit www.rdks.bc.ca.* Use our Web site as a resource for more information on RDKS Zero Waste North and Project Eco-prise. Here, you can also fill out an online application, or download an application.
- 3. *Join the Project Eco-prise Facebook Group online.* Find out all of the latest news, interact with other 'Friends of Project Eco-prise' and share your community efforts.
- 4. *Identify potential partners,* alliances, sponsors, schools, funders, applicants and fellow program ambassadors in your community – for example, environmental non-profits, community groups, economic development offices, and the local chamber of commerce. Create a contact list that includes organization names, key contacts, phone numbers, emails and web sites.
- 5. *Send a personalized e-mail* to your contacts. Customize the information according to the contact. Be sure to provide a brief introduction, highlight key information and direct them to www.rdks.bc.ca for more information, resources and the application. You can also send them the materials in this information kit.
- 6. *Tell a friend* (or ten). Encourage friends, families, colleagues and others to get involved with Project Eco-prise. Encourage them to apply or spread the word. Talk to people about the issues as you go about your daily life. Raise awareness about the program and motivate them to get more involved.
- 7. *Piggy-back on an existing event* or organize your own public event to raise awareness about Project Eco-prise. Present the Project Eco-prise PowerPoint. By gathering complementary speakers and organizing engaging activities you not only recruit potential applicants but also attract media attention.

Transform trash to cash. Educate your community. Make a difference. We're here to help.



ZERO WASTE

Regional District of
Kitimat-Stikine



8. Host a booth at a public event. Set up a table at public events such as trade shows to provide information on Project Eco-prise to attendees. This is also a great chance to meet like-minded people, talk to them about their initiatives, and get them involved – either as an applicant or fellow ambassador.



9. Add Project Eco-prise to your Website. Include the Project Eco-prise logo, text content such as details from the Fact Sheet, as well as, a link for more information to www.rdks.bc.ca.



10. Add Project Eco-prise information to other complimentary, local Web Sites. This can include classifieds, directories, chat forums and other online resources.



11. RDKS will contact the most popular media outlets. You may be contacted for an interview or quote. Please participate and respect their deadlines.



12. Write a letter to the editor. Write expressing the importance of this new program and your support to the editor of your local newspaper. Your letter should be printed in the 'Letters to the Editor' section, which is one of the most read sections in a newspaper.



13. Distribute Project Eco-prise materials. Print out the Fact Sheet and Posters (preferably on post-consumer recycled paper) and display them in key, visible spots in your community.



14. RDKS will distribute this package to our Board of Directors. If you are a Municipal or First Nations Government, please distribute to your Council members.



15. If you operate your own landfill make sure your landfill staff has this information package.

Just a reminder the early-bird deadline is June 15th, 2010 and all applications must be received by October 31st, 2010 to qualify for 2010 funding.

We will be in touch with you by April 30th, 2010 to follow up on the actions that you have taken in your community.

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