

Castle Rock Water – Spring Up the Creek

April 2018

Goal: To inform residents and potential volunteers about the 2018 Spring Up the Creek event. Also, to promote the importance of keeping the community's water clean and protecting the environment.

Audiences:

- 1) Castle Rock and Douglas County residents
- 2) Potential volunteers
- 3) Past event participants

Key Messages:

- 1) Spring Up the Creek is a great way to get involved in the community.
- 2) Cleanup events like this help support the Town's water system and protect the environment.
- 3) This event offers community service hours.
- 4) Flood safety is the key theme of this year's event – Turn around. Don't drown.

Tactics:

| Deliverable | Date due | Person | Date Completed |
|--|--|-------------------------|----------------|
| Web site | | | |
| Calendar item | March 21 | Melinda/Sandi/KerriAnne | DONE |
| News release online with graphic | April 5 | KerriAnne/Nick | |
| Website redirect: /SpringUp | March 21 | KerriAnne | DONE |
| Publications/Printed materials | | | |
| Town Talk article – April | March 29 | KerriAnne | |
| News release | April 5 | KerriAnne | |
| Poster | April 5 | KerriAnne | |
| Social Media | | | |
| Post news release – Facebook, Twitter and Nextdoor | April 5 | KerriAnne | |
| Facebook graphic for news release | April 5 | KerriAnne/Nick | |
| Facebook Event | April 5 | KerriAnne | |
| Facebook Event graphic | April 5 | KerriAnne/Nick | |
| Facebook campaign | Reminders <ul style="list-style-type: none"> • April 19 • April 26 • May 1 • May 4 – What to do this weekend | KerriAnne | |
| Twitter campaign | Reminders <ul style="list-style-type: none"> • April 19 • April 26 • May 1 • May 4 | KerriAnne | |
| Nextdoor post | Reminder <ul style="list-style-type: none"> • May 2 | KerriAnne | |
| Nextdoor Event | April 5 | KerriAnne | |

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| Additional Communication | | | |
|--------------------------|---------|-----------|--|
| T-Shirt design | April 3 | KerriAnne | |
| T-shirt logo back | April 5 | KerriAnne | |
| Thank sponsor signs | May 3 | KerriAnne | |
| Cleanup route signs | May 3 | Kim/Sandi | |
| Rules signs | May 3 | KerriAnne | |

Measuring Success:

We will monitor feedback on social media. The number of volunteers present at the event will also be calculated.