

SCHOOLS FOR CLEAN WATER

Oct 8 - Oct 22, 2025

#downrivermichigan
#schoolsforcleanwater



Tips for a Successful Outreach Campaign

Wondering how to get your school to the top of the leaderboard? The key to success is spreading the word far and wide! Encourage as many people as possible to visit www.SchoolsForCleanWater.org between Oct. 8th - Oct. 22nd and assign their pledge to adopt a neighborhood storm drain to your school!

To make the most of your outreach efforts, here are some tips for a successful campaign:

Start at your school. Spread the word about the contest among teachers and staff and encourage them to take the Schools for Clean Water pledge. If every teacher and staff member at your school pledged you'd be off to a great start!

Use what you have! Do you have a parent e-newsletter? An active facebook, instagram or twitter page?

Do teachers send regular emails to parents? If so, use them to spread the word about the contest to parents and encourage them to participate. **Social media outreach is great because it's easy for parents/teachers to invite their friends to take the pledge on behalf of your school!**

Send updates and reminders! Let everyone know how it's going. Whether you're in first place or fifth place, your supporters will want to hear about how the contest is going. The updates will also remind them to encourage others to take the pledge.

Tie the contest to other "Green" activities/outreach. Have other environmental projects or events planned? Share news about the contest and promotions for those activities.



Find a champion. Who at your school is really good at networking and promoting events? Maybe it's you, or maybe it's another person at your school. Think outside the box, maybe it's the school nurse, maybe someone in the front office, maybe it's a parent on the PTO. Check with them and see if they'd be willing to help you spread the word.

Set goals. All it takes is 50 pledges to be entered into the Wild Card drawing for \$250. Set that as your first goal and keep your supporters updated on progress. Once you reach 50 pledges, set a new goal.

Have fun! Remember everyone wins every time someone pledges to adopt a storm drain. We all benefit when storm drains are clear of trash and debris and streets are flood free. Clean drains means cleaner Downriver waters!

We've made some materials you can include in school newsletters, send home with students, and share on social media to spread the word. You can download them from the School Resources section of the contest website at www.SchoolsForCleanWater.org.

CONTEST PRIZES

1ST PRIZE: \$1500
2ND PRIZE: \$1250
3RD PRIZE: \$1000
WILD CARD X 5: \$250



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