

## Overview of Outreach & Advertising for the Neighborhood Sustainability Grant Program (from the 2023 cycle)

Prepared by Tia Hatton, Sustainability Coordinator 2 on 4/2024

- Social Media
  - Seven posts with varying messages throughout August and September. Sometimes general, sometimes category specific, often highlighting suggested/past projects
  - Mostly graphics and one video from Commissioners and past awardees
  - Asking for others to share/getting organic shares by local orgs
- Email
  - Monthly FSO e-newsletter
  - Commissioners send to networks
  - FSO staff send to networks
  - Past recipients – invitation to apply and/or ask to share with their networks
  - NAU newsletter(s)?
- Word of Mouth
  - Talking about it with people and local organizations in our community
    - Organic/not planned
- Tabling
  - Wednesday community market
  - Flagstaff Farmer's Market
  - Specific project focused i.e. waste projects for example
- Presentations
  - To City Council
- Press Release:
  - announcing opening and Earned Media (usually picked up by AZ Daily Sun, sent to many local outlets)
  - To announce awardees/recipients
- Radio –
  - KAFF Radio Ads and KAFF Radio spot
  - Sunnyside Radio spot (with a previous winner from Sunnyside)
- Flyers – did not flyer this past year except brought to tabling events
- Sept. Grant Workshop & Info Session with Beautification in Action (Hybrid – in the evening)
  - With commissioners
  - Learning opportunity, with Q&A
  - Used to do two of these each year. Has 13 attendees in 2023.
- Sept. Grant Office Hours (4 at varying times)
  - This was new this year. Commissioners helped put on virtual office hours. We have at least 4 attendees.
- Throughout the year –
  - Answer questions via email
  - Tabling events here and there, such as the Farmers Resource Fair in March – brought a food project flyer

