

GREELEY

WATER CONSERVATION

Communications Plan



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Situation Analysis

Greeley Water Conservation (GWC) is “one of the largest and most successful” water conservation programs in Colorado. “Between 1990 and 2007, universal metering and other conservation programs dropped water demand by more than 20 percent in Greeley,” and while Greeley is growing, “the Conservation Plan estimates an additional eight percent reduction in water use over the next 20 years” (greeleygov.com).

GWC has a few internal strengths. Its employees work hand-in-hand with Greeley Unexpected; this can aid in its messages being transferred to many different communities free of charge. Online calendars are shared, fliers are delivered together, and event announcements coincide. When the city itself is able to share water conservation messages along with its own, the message to preserve water can extend farther through the city without an extra cost. Next, GWC has a wide range of events and future plans it would like to implement. Also, it offers landscaping classes at the recreation center, is building a new xeriscape garden, and is working to stay current by creating an iBeacon tour for that garden. It tries its best to evolve, and has the foundation to do so.

Even though, Greeley Water Conservation has many strengths, it also has some challenges. First, its current audience is small, focusing mainly on women aged 50+. Second, it’s been difficult to target or promote to a larger audience and potential target audiences. Third, the website is difficult to navigate. Last, there is only one person maintaining and updating the GWC social media outlets, thus they are not updated as frequently as they should be in order to gain more followers and traffic.

Greeley Water Conservation currently has multiple opportunities to raise awareness among a new target audience. The water billing process is changing in Greeley. This provides an opportunity for GWC to provide alternatives to reduce water bill costs such as xeriscaping. The Greeley housing market is on a rise with the population growing in the city, providing an opportunity for a new consumer base. It also provides an opportunity to promote xeriscaping to new consumers. The growth of homeowners gives Greeley Water Conservation an opportunity to promote the xeriscape garden tour as way to get to know Greeley as well.

At the same time these opportunities could easily turn into threats. Those threats come with not reaching the desired target audience, possibly not getting the iBeacon tour for the Xeric gardens up by the scheduled time, and not utilizing social media in the most productive way. These three things are important in upcoming months and are all related. If social media continues to only reach GWC's current audience, it will not draw in new homeowners and especially young families. However, if all of these issues are addressed properly, the threats will seem null and void.

The city of Greeley would benefit as a whole from its water conservation program engaging in a strategic communications plan; families and homeowners across town will be able to save money on their water bills if they are able to learn how to conserve water, and while people are saving water, the city as a whole will, too. At this point in time, the best ways to raise awareness of the Greeley Water Conservation program is to shed light on the Xeric Garden and the new garden tour, which will help educate about water conservation.

Audience Analysis

Audience analysis was based on information we gathered from our client Natalie Stevens, Marketing Technician for the City of Greeley Water Dept., Water Conservation program. Further secondary research of xeriscape web sites, new homeowner web sites, census data and water conservation web sites helped us in understanding who our target audiences are. These are the audiences that will be considered in our planning process:

Homeowners in Greeley

Over half of Greeley includes people who own their home (rather than rent it.) Almost a quarter of Greeley residents speak a language other than English. This is vital in creating our messages: they need to be easily translated for different media. Consumers respond better to messages in their first language.

Homeowners in Greeley will all be affected by the upcoming change in the water billing process. This means that if they have high water usage, their water bill can vary. Homeowners will be looking to the city for ways to save on these bills, and there's where Greeley Water Conservation comes in, promoting saving money on water bills, saving water in general, and environmental conservation of valuable resources.

Young Families, Also Homeowners

In Greeley, there are on average 2 people per household on average. Over half of the people in Greeley work in the labor force.

The city of Greeley has grown 8.6% between the years of 2010 to 2016. This shows that the population has been steadily growing within the town. Many people are moving in as housing is being developed.

This demographic is looking for home improvement as well as an activity in the xeriscape garden to do with the family. We also will be promoting the same benefits to this demographic as we are for homeowners in general.

Women Over 50

According to the U.S. Census, 50% of Greeley's population is female, and while 10% are over 65, there is still a larger number of women between 50 and 65 to target. This audience is already involved with the lectures and programs. From the information that our

client gave us they are already an established audience and have been for quite some time.

This demographic has attended the landscaping lectures that are offered regularly. They are interested in gardening and landscaping and often practice it. We will be promoting the other opportunities offered through Greeley water conservation through the lectures.

This analysis will give main information that applies to all the target audiences given and will also give further detailed information on each specific target audience.

GOAL

To increase water conservation in Greeley by providing the information and resources necessary to encourage residents to make a choice to save water.

Objective 1

Increase the number of visitors to the Greeley Xeriscape Garden by 200 before August 31, 2017.

Strategy: “Community Relations”

This strategy will make the Greeley Xeriscape Garden a bigger part of the local community. This will make it a more well-known place to visit in the community and increase visitation.

Tactic 1: We will need to be present in the community through announcements at local community activities. It is also important to have a presence through flyers at local restaurants, churches, government buildings, and schools. These flyers and brochures will show the xeriscape garden as well as advertise the tour while also providing the recipients with an overview of plants that are at the garden.

Tactic 2: We also will need a social media presence. There will be a Facebook page for the Greeley Xeriscape Garden. This page will help us to find stay interactive before the iBeacon tour goes live. We will also be able to interact with the visitors and potential visitors by posting photos, sharing events, and answering questions for people who comment.

Strategy: “Rewards”

This strategy will provide something for the visitors of the Greeley Xeriscape Garden to take home with them. This will provide a way to promote the garden through friends and families of visitors.

Tactic 1: After the visitor completes the Greeley Xeriscape Garden tour there will be an available water bottle for them. They can take that home and when they use the

water bottle at home or in public, people will see our logo and website.

Tactic 2: We will hand out promotional t-shirts at the garden lectures to promote the Greeley Xeriscape Garden and the iBeacon tour that will be coming up. This also will get our name out when people wear our t-shirts.

Objective 2

Increase our target audience's knowledge of financial benefits that come from xeriscaping by 12% within the first quarter after the Greeley Garden Tour begins.

Strategy: "We're already there!"

In order to increase awareness among younger homeowners, we must go to the places they would be to provide useful information about xeriscaping that they wouldn't otherwise have known.

Tactic 1: Make fliers for the water-saving benefits of Xeriscape available in areas most young home owners would attend around Greeley such as Wal-Mart, Home Depot, King Soopers, Lowe's, Walgreens, etc. These will list GWC's website and social media sites that give further information and a link to the Greeley iBeacon garden tour.

Tactic 2: Put posters up at the same areas stated above, which showcase various styles of xeriscaping. This poster campaign will highlight the financial benefits of xeriscaping such as water conservation, saving time, and how a good xeriscape garden can increase your property value. These posters will be in every area that young homeowners tend to go, such as grocery stores, parks, and the recreation center.

Tactic 3: Coordinate with the Greeley Unexpected to promote the benefits that come with xeriscaping.

Strategy: "Learn by Example"

Our existing audience of women aged 50+ would be a perfect audience to ask to share their positive experiences and benefits that they have with a xeriscape garden in order to generate

a word of mouth advertising.

Tactic 1: Have our existing audience stress the proven benefits from xeriscaping to our target audience by sharing their experience with our target audience at a walking lecture series at the gardens.

Tactic 2: Have our existing audience write about their experience and the financial and time benefits they notice about having a xeriscape garden. We will then put their stories and a picture of their garden on the Greeley xeriscape garden and iBeacon websites such as Facebook, twitter and the other social media sites we will be utilizing.

Tactic 3: Coordinate with Greeley Unexpected to write stories about existing Greeley residents with xeriscape gardens. Each week we could have a “Xeriscape Garden of the Week,” to promote awareness of the many financial and time benefits that each person has obtained by having a xeriscape garden.

Objective 3

Increase social media presence by gaining 200 followers on the new GWC Facebook page by August 31, 2017.

Strategy: “Adventure is out there”

Young families and new homeowners are always looking for new things to do in the area in which they reside. By using social media, paid post boosting can be used to direct information toward this target audience.

Tactic 1: Write features for media and social media about different events that will be happening that involve the Xeric Garden.

Tactic 2: Pay to boost the above posts to reach the desired goal.

Strategy: “A Different Approach”

On Facebook people like pages to get updates. For this strategy we recommend creating a new Facebook page specifically for the xeric garden so it can gain the followers who would

be interested in it.

Tactic 1: Create separate social media accounts specifically for the garden to gain attraction to it instead of having it be under the umbrella of the water conservation mediums. Then make and boost posts to track involvement with the garden.

Tactic 2: After the Facebook is made, encourage people to “check-in” at the garden to raise awareness of the garden and to track the traffic.

Tactic 3: Have giveaways on Facebook for Lowes giftcards with contests like “best xeric garden,” “Caption This,” etc.

Evaluation

The purpose of this section is to evaluate how each objective proposed will be measured using the corresponding tactics from the previous section.

Objective 1

Increase the number of visitors to the Greeley Xeriscape Garden by 200 before the end of the summer months, or August 31, 2017.

Measure attendance with:

- iBeacon statistics provided through app
- Facebook check-ins
- Photos posted on social media with the garden tagged in them
- Attendance taken at random on popular visit days

Objective 2

Increase our target audience's knowledge of financial benefits that come from xeriscaping by 12% within the first quarter after the Greeley Garden Tour begins.

Measure knowledge by:

- Recording community attendance at GWC events such as the iBeacon tour and Rec Center lectures
- Recording community involvement at these GWC events
- Taking attendance with a sign-in sheet at these GWC events

Objective 3

Increase social media presence by gaining 200 followers on the new GWC Facebook page by August 31, 2017.

Measure social media presence with:

- Facebook insights
- Interactions with posts
- Page views
- Keywords
- Likes and shares

The results from each of these measurements will provide quantifiable data suggesting whether the campaign goal was met.

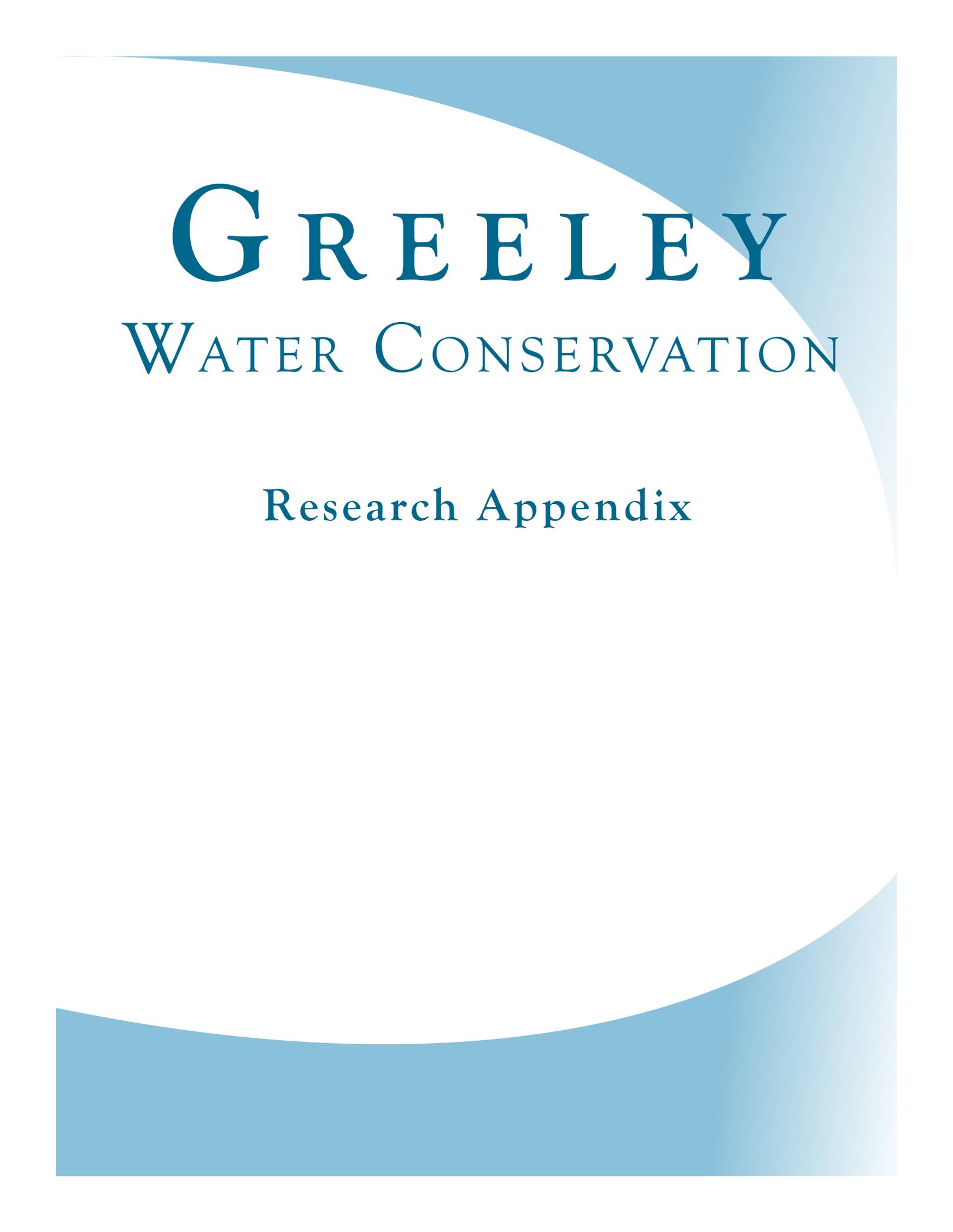
Budget

Paid advertisements on Facebook	\$200.00
For garden tour	
For lecture series	
For xeriscape page (to find on Greeley Unexpected or GWC)	
Fliers (printing and creating)	\$300.00
Graphic designer?	
Printing?	
“Swag” to hand out during Greeley Garden Tour	\$400.00
Water bottles (100 count)	
Sunscreen (100 count)	
Pens (500 count)	
Chapstick (200 count)	
Gift cards to Lowes/Home Depot: \$50 each	(\$50.00 x4)
2 contests before June	\$200.00
Bi-weekly for rest of summer, through August	
Rent booths at City of Greeley events, hand out “swag” items	\$150.00
Friday Fest	
Farmer’s Market	
	TOTAL:
	\$1,350.00

Milestones

GWC can follow the the goal, objectives, strategies, and tactics stated previously to meet these milestones in 2017.

- Create a new Facebook page for the Greeley Xeric Garden by mid April, 2017
 - Gain 100 followers specifically for the garden by May 1st, 2017
 - Run the first contest on the page by mid May for a Lowes gift card
 - Create paid advertisements to increase awareness of and attendance to the landscape lectures
- Distribute infographic fliers to increase our target audience's knowledge of the financial benefits of xeriscape gardening after the Greeley Garden Tour in June
 - Mock-up of flier produced by mid May
 - Hand out fliers at Greeley Garden Tour on June 24th
- Track attendance to Xeric via iBeacon technologies
 - Get iBeacon in use by June 24th
- Create a presence in the community
 - Friday Fest
 - Farmer's Market
 - Other City of Greeley events



GREELEY

WATER CONSERVATION

Research Appendix

Best Practices

The following practices come from other campaigns and examples of outreach from multiple organizations like Greeley Water Conservation and studies focusing on GWC's target audience.

Advertising to Greeley Homeowners

Advertising to homeowners about conservation can be difficult to master. Organizations must know of the effect that income has on the audience. While values are still important to consider, socio-economic status rises to the top. Mashable.com says about Millennials, who are now becoming young parents: "They really personify brands...they think of them like humans." Brands aren't just a representation of the service; they imply every feeling that one gets when thinking of that service.

Informal Advertising

"Informational campaigns can be deployed quickly and are often cheaper to implement. Therefore, it is not surprising that conservation campaigns have become a critical part of many regulators' arsenal of policy tools for natural resource management in general and water management in particular" (March et al., 2015 and Saurí, 2013). Informal campaigns can help conservation groups because it can be an inexpensive way to reach a mass of people. For example, a flier on every doorstep in certain neighborhoods.

Reaching homeowners through informal advertising can come in many forms. Founders Space suggests these among many: Go to churches and schools to leave fliers, use a mailing list or hang door-fliers, and go to community organizations with your strong brand.

"New homeowners spend an average of \$10,000 to \$12,000 in the first 12 months in their new home" (Target Marketing Magazine.com). Knowing the average amount of money spent by new homeowners can help an advertiser of water conservation to know a starting point at which people would be able to spend on xeriscaping their lawns.

Promoting Xeriscaping

Many cities use different practices to promote xeriscape landscaping for citizens' property. There are many approaches that can be taken whether financial, environmental, and landscaping incentives or just providing information.

Boulder

The xeriscaping program in Boulder is called Ecoscaping. It is marketed through the internet as well as through different landscaping service providers. The approach they take is a more ecological approach. They explain the benefits of the type of landscaping, how it is done, and then how it will make a lawn look. This approach works for the town of Boulder very well since the atmosphere and culture of the city is centered on going green and preservation of our resources and the environment (Boulder Landscape Design).

Fort Collins

Xeriscaping in the city of Fort Collins is promoted through an incentive system. They provide a water rebate for having a xeric lawn. They also hold an annual xeriscape garden party for families in the city. This provides an interactive experience to showcase the benefits that xeriscaping has in Fort Collins (Colorado Xeriscape).

Denver

Xeriscaping in Denver is advertised as a method of remodeling a yard. This highlights the benefits of the looks as well as the easy upkeep for landscape enthusiasts. Their campaign promotes the looks and functionality first with the water conservation second (Denver Water).

Castle Rock

The town of Castle Rock promotes xeriscaping through informing people about what xeriscaping is and providing steps to an effective xeriscape property. They provide the information to make a decision and the resources available for people to xeriscape (CRGov.com).

Social Media Practices

Young families and new homeowners often turn to the internet for ideas and instruction about how to better their homes and lives. Social media platforms are often looked to when someone is in need of instruction. It is very important that these two platforms are utilized properly from an organizational standpoint; they must look professional and have information that grabs the reader's attention. The layout of these platforms and of a company's website can increase the ease of access for audiences and can greatly impact the success of social media.

Pinterest

Pinterest is used for specific instruction, because it allows the user to create boards, which are like folders to keep ideas. Links to this platform are often shared on Facebook.com, which is more interactive.

Facebook

Facebook is used more for its community aspect when people have questions. Designscares Colorado has a very simple layout to its website making it easily navigable. Denver Botanic Gardens has a very active Facebook and it constantly interacts with the public. Hawaii Xeriscape Garden has its own separate Facebook apart from the Honolulu Board of Water making it easier to directly interact with its audiences (Facebook.com).

Financial Incentives

People love to save money. Saving money on water usage and lawn supplies is especially helpful to new homeowners. There are many different things they could spend their money on besides watering their garden and yard such as: home accessories, personal products, health insurance, car insurance, mortgage/taxes, kid products, etc. The cost of owning a home in general is incredibly expensive, so giving homeowners financial incentives to replace their traditional lawns with low-water-use xeriscape gardens is a great way to promote water conservation.

Incentives and Explanation for Customers

Some municipalities and water utilities want people to go xeric, so they offer “cash-for-grass” incentives to homeowners who replace their lawns with low-water-use xeriscape gardens (Bounds, 2009). Organizations also provide examples on how switching to xeriscape reduces the amount of money spent on water needed to maintain traditional

landscapes. Research has shown that water savings from xeriscaping can be immense. According to the Denver Water Research Foundation, on average, landscape watering accounts for between 40% and 70% of residential water. Also, a 2005 report by the Southern Nevada Water Authority on the five-year landscape “water use of more than 700 homeowners found those who converted to xeriscapes from traditional grass reduced their annual household water by 30% on average,” which in turn decreased their water bill amount. Next, many people with xeriscape gardens have found it beneficial to set plants according to water need to avoid unnecessary drenching, which helped extend their water and plant supplies.

Other Advantages

Explain to customers other monetary advantages that come with having a xeriscape landscape rather than a traditional landscape. According to the Homeowners Association, a good xeriscape garden will increase property values by as much as 15%. Also, Colorado Water Wise states that because xeriscape uses less water it can reduce water and maintenance costs by up to 60%. Another advantage of having a xeriscape landscape is that most xeriscape plants do not need nutrient-rich compost in order to grow, so people can save money by not spending it on expensive compost that is needed in traditional landscapes (Chaker, 2010).

Greeley Water Conservation can benefit from these practices by adopting processes and creating a similar campaign, and can expect similar positive results based on research taken from around the state and region.

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Key Messages

Learn about Water Conservation

The city of Greeley has initiatives to help citizens learn how to conserve water and therefore money on water bills through classes at the Greeley Recreation Center and through their upcoming garden visits. Greeley water conservation works with Greeley Unexpected, which is a program that “tells the city’s story with people, places, and things that exemplify what is unique and interesting about Greeley” based on “research that shows when people visit Greeley, they’re pleasantly surprised” (GreeleyUnexpected.com), and encourages citizens to follow their messages.

Xeriscaping: Conserve Water, Money, and Time while Remodeling

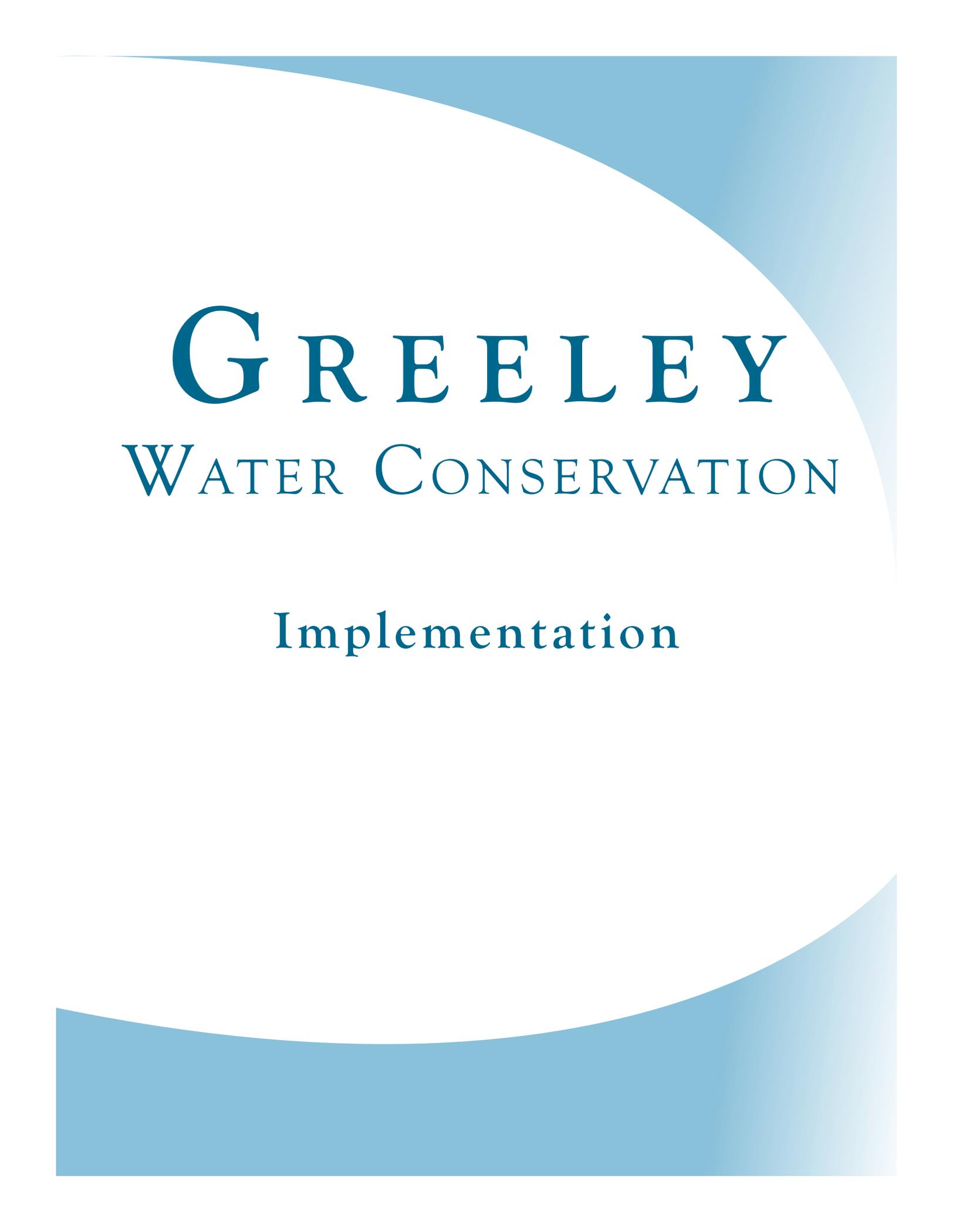
Xeriscaping is a form of landscaping that requires less irrigation. This form of landscaping is used in arid and semi-arid areas. It is an effective way to conserve water and save on water bills while also having a new and improved look in the yard. We want to show the savings that families will have on their water bill while also remodeling their lawn and conserving a valuable resource.

Visit Greeley’s Xeriscape Garden for Ideas on Lawn Updates

Along with going through the iBeacon tour for fun and visiting Facebook, Greeley residents can get ideas for their own landscaping needs by visiting the Xeric gardens located at 2503 Reservoir road. It is an easy way to display the plants that flourish in our climate.

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Implementation

SOCIAL MEDIA CAMPAIGN

Facebook

To successfully generate excitement and following through this medium, a company must make posts interactive with the followers. The posts will be through the form of questions and contests. These type of posts get the most about of interaction. They generally will get the highest amount of shares. We will have a contest as well as trivia style posts featuring eye catching photos. These posts will direct the attention of a younger crowd on facebook towards the Xeriscape Garden Tour. The posts with a paid boost will be directed toward a demographic of young people who are new homeowners in the Greeley, Evans, and garden City area. Posts will need to be carefully targeted. Their will be a quantity over quantity on the posts as to not over saturate.

Local Events

The mention of the xeriscape garden tour at local events will be important to get the word out about the tour to Greeley residents who are already active in the community. These announcements will ensure the active community members are aware of the tour and also do not forget about it.

Fliers

Fliers are important to bring the information across to many people. Flyering will be focused on high traffic areas, like the cars at the parking lot of downtown Greeley. Fliers will also be given out to schools and at local events throughout the town.

SOCIAL MEDIA TIPS

- * When your page is first started up, use the boost page option to generate awareness of your facebook page.
- * Make sure to have an attention grabbing profile pic and cover photo that accurately represents your company.
- * Have an accurate description of your company in the about section.
- * Create posts that have a call to action. These types of posts will generate interaction through comments, likes, and shares.
- * Use different target audiences for different posts. This will spread your posts and page to greater lengths throughout the local facebook users.
- * Uses a combination of specifically targeted posts and general posits. You do not want to leave out a section of your pages followers.
- * Holding facebook trivia or competitions for a prize is a great way to have your page posts shared and to generate interaction.



Invites you to

#LIVELIKEYOULOVEIT

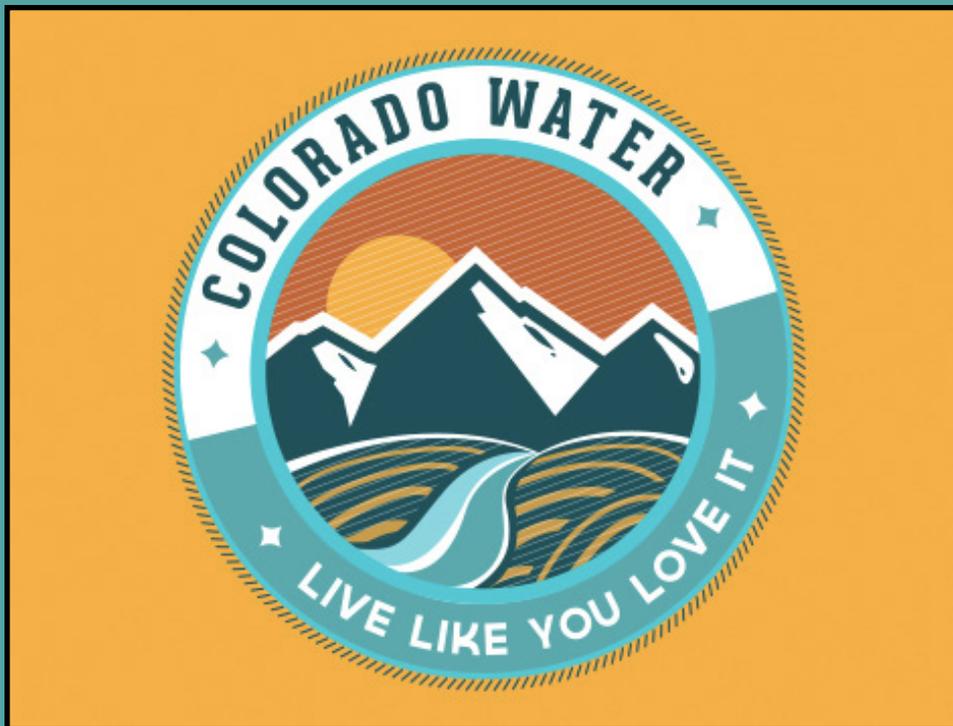
XERISCAPE YOUR LAWN

Learn more online!



@GREELEYWATER

GREELEYGOV.COM/WC



#LIVELIKEYOULOVEIT

#XERISCAPEGREELEY

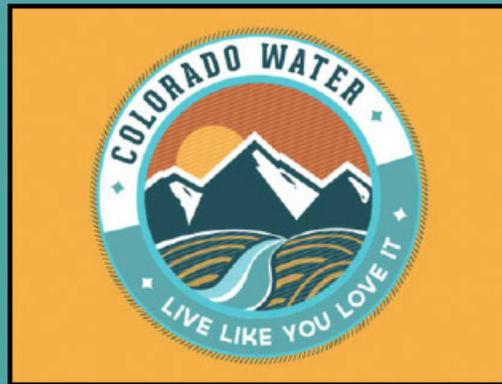
GREELEY GARDEN TOUR

JUNE 24TH



#LIVELIKEYOULOVEIT

#XERISCAPEGREELEY



GREELEY GARDEN TOUR

JUNE 24TH

LOWE'S CAMPAIGN

Facebook Contest:

The facebook Lowes gift card contests will be a week long each. The first and third contests will be a Facebook post of a trivia question with an eye catching image and be boosted. To enter the contest, participants must like, share, and comment. The trivia questions will be open ended so that many people will have the ability to enter. This will also allow us to showcase the post that the winner made to increase interaction. The second and fourth contests will be asking for participants to submit photos of their gardens to see what people are actually utilizing in Greeley and to draw more attention to the local Greeley gardens to show that people are actually implementing the xeriscape techniques. The winners of these contests will win a \$50 Lowes giftcard. We will have the first 2 contests before June 2nd and the last two before August 31st. We will use these contests to start the hashtag “XeriscapeGreeley” and continue to promote the hashtag involvement through the summer encouraging people to post photos of their gardens and from their trips to the xeriscape garden.

