

Mass marketing

Mass marketing provides an opportunity to educate a large audience about stormwater issues through radio, television and digital advertising. Campaigns that educate about water quality, stormwater runoff or litter reduction are eligible for this grant.

Before you fill out the grant application, read through the application packet for Class Education Projects to make sure this grant is the right fit for your organization.

As you fill out the grant application, please follow the guidance below. If you have further questions, please contact Frank Mabson at fmabson@lexingtonky.gov for assistance.

1-2. Describe who your audience is. For number of people reached, you may separate people reached through mass marketing only and people reached through involvement if you are planning a volunteer project, such as a litter cleanup or rain garden planting, to go with your mass marketing.

3. Mass marketing involves an educational element.

4. Public involvement refers to hands-on participation in activities that improve water quality such as plantings or litter clean-ups.

5. Is your campaign associated with an existing stormwater project, such as a streamside planting or rain garden? Or does your campaign involve a volunteer effort to building a stormwater project? If yes, your stormwater project may include:

- water quantity improvement through rain gardens, rain barrels, or other methods that slow the flow of rainwater
- water quality improvement through streamside plantings, rain gardens, tree planting or other methods that reduce stormwater runoff pollution
- E. coli pollution reduction through streamside plantings or rain gardens

6A-B. Be sure to read through all of the project elements on the application and give detailed answers. If your audience or project area is unique, make sure to include that to make your proposal stand out.

Please include whether you plan to use creative that is already developed, or whether you will be developing your own materials. Is there a time of year that works best for your mass marketing campaign? Where will your marketing campaign run?

If your campaign involves a volunteer-led project or event, you may want to refer to the guidelines in the rain garden template, or check out the templates on the neighborhood grants page for more information on rain gardens, streamside plantings and cleanups, and plantings around ponds to discourage geese.

If the project is located on city, neighborhood or private property other than the applicant's, permission is required from the property owner through an email or letter included with the application. For permission in a city park, please contact Frank Mabson [fmabson@lexingtonky.gov] for the appropriate Parks contact person.

Include accurate roles and contact information for your project team. If there are questions about the grant application, they can help with answering them.

Your budget determines your grant amount, so please be as precise as you can and make sure you include all possible costs using the budget template available on the website. In-kind spots may be used for your grant match, if desired.

If you have plans to continue this project over multiple years, please include details in the project sustainability section.

7. Include support letters from the community or school that may be affected by the project, news articles about the project area or any other documentation that supports why this project is needed and that the community supports it.

8. The executive summary should be short and to the point: what is your project, how will it improve water quality, reduce runoff and/or provide education and the estimated cost. Include what makes your project unique, how it relates to the project area's history or community needs, or something else that would make your project stand out.