

# Invitation to Participate

## Compost Days Partnership with Seattle Tilth

### Program Background

This spring, Cedar Grove, Seattle Public Utilities, King County Solid Waste Division and Waste Management will launch the fifth annual Compost Days, an innovative multi-county campaign to motivate residents to purchase and use compost and engage residents with food recycling. The 2015 campaign offers the opportunity for Seattle Tilth to receive compost for use in multiple community gardens to grow healthy, sustainable food.

### Timing

Compost Days runs from March 15 to April 15, 2015, tying in with the kickoff of spring gardening season. We will launch the media campaign on March 20, the First Day of Spring.

### Objectives

Compost Days aims to:

- Communicate the value of using compost to motivate consumers to purchase.
- Increase utilization of curbside food scrap programs by existing organics customers.
- Increase understanding of the “compost loop” through the Big Garden Give compost drive.
- Educate residents about what can and cannot be composted at curbside.

### The Concept

As with previous campaigns, Compost Days will thank residents for composting by offering discounts on Cedar Grove Compost and kitchen compost containers. For the second year in a row, the campaign will also feature the region-wide Big Garden Give compost drive, helping residents “think outside the bin” by highlighting the link between curbside composting and growing fresh produce. The Big Garden Give will work just like a typical food drive model: during Compost Days, the public will be asked to donate a bag of compost to benefit community gardens. For every bag of compost purchased, Cedar Grove will donate a bag to our community garden partners. Seattle Tilth would serve as our King County community partner to distribute the donated compost at the end of the campaign.

### New Twist

This year, Compost Days will also work with existing public school garden programs in King and Snohomish counties. We will use the Compost Trading Card as a tool to introduce students to composting food at home and avoiding contamination – simply by learning to take the stickers off their produce. The school with the most cards collected wins a Compost Pizza party. For every full Compost Trading card, Cedar Grove will donate a bag of compost to the school garden.

### Benefits to Seattle Tilth

The goal is to generate awareness and raise as many compost donations as possible for King County community gardens. Along with free compost, Seattle Tilth will receive:

- Inclusion in all press materials, including a press release at the launch of the promotion.
- The opportunity to participate in a high-profile media event about composting. We expect significant media attention for this campaign—last year’s Reunion House garden installation, with the Just Garden Project attracted attention from KING-TV, KOMO-TV, the Seattle Times (print and online), and a variety of King County and Seattle community papers and blogs.
- Features on partner websites and social media feeds.

Communications avenues and audience reach:

- Seattle Public Utilities newsletter (reaches 300,000 people)
- @CityofSeattle Twitter feed (36,400 followers)
- King County, Cedar Grove, Seattle Public Utilities, Waste Management websites
- King County press release
- King County Facebook (4,241 followers)

- Cedar Grove Facebook (2,158 followers)

### Criteria for Participation

During the campaign timeframe (March 15 to April 15), Seattle Tilth will commit to:

- Helping to identify community garden programs to work with to expand the reach of the campaign.
- Assisting in mapping the gardens so King County can track where the compost donations are distributed.
- Leveraging existing communications network to spread the word about Compost Days through the Seattle Tilth newsletter, email blast, flier canvassing and social media channels.
- Possibly participate in a “First Day of Spring” media event.

### NEXT STEPS

**Campaign participation to be finalized by February 6, 2015.**