Conducting a Multi-Faceted Campaign

With limited staff and budget, it’s critical to select the most effective and efficient methods to achieve your objectives.

In everything you do, think about who your audience is and how they want to receive information.

- **Residential sewer customers** – create events that are fun, educational or recognize achievements.
- **Sub-audiences** – have different strategies to reach seniors, millennials and youth.

**Determine Your Objectives:** How should your audience think, believe, and act differently after you reach out to them? What is your budget?

- **Build awareness** of your services through tours, handouts at outreach events, school education programs.
- **Promote** a new service like a water-saving “app” using mail, social media, bill messages, customer service.
- **Notify** customers of a rate increase using multiple methods and outreach techniques. Be proactive.
- **Inform** customers they are responsible for their sewer laterals through your website, partner with others, handouts at events.
- **Recruit operators** – career events with EDD, vocational schools and ex-military organizations.

**Determine Strategies and Tactics to Achieve Your Objectives**

- **Teach** kids what happens when they flush the toilet. School outreach and class tours are essential tools.
- **Promote** a Residential Recycled Water Fill Station, giving the public another way to fight drought.
- **Educate** your community about emergency preparedness – Info booths, social media, Speaker’s Bureau.
Execute your Efforts Based on your Strategic Plan

- **Educate customers** regarding the pros and cons of water softeners, how to protect pipes in freezing temperatures, how to build a temporary toilet in a crisis, etc.
- **Rebrand** the wastewater treatment plant as a “resource recovery” facility and ensure the public understands the value the agency brings to the community.
- **Minimize sewer backups** – educate the community that the toilet is not a trash can.
- **Instruct** them on how they use water inside and outside their home enables conservation.

Practice Communication Basics

- **Research** – know your audience and the most efficient ways to reach them with the most effective messages.
- **Plan** – use time and talents most cost effectively and efficiently.
- **Execute** – use the best tools and techniques identified in your research and planning phases and track the results.
- **Evaluate** – seek their feedback, alter course when necessary, then draft a summary of your outreach efforts and report the results (successes, cost in time and dollars, lessons learned) to your Board of Directors.