JOINT OUTREACH PROJECTS

for government agencies partnering with PaintCare

PaintCare®
RECYCLING MADE EASY

If you are a local government that has partnered with PaintCare, we offer limited funding support for outreach activities that promote the PaintCare program. We are most interested in partnering with you when setting up new PaintCare sites, where participation is low, or to promote one-day household hazardous waste events to boost the amount of program products collected. We support costs for radio, newspaper, social media, and direct mail, and will consider other media.

Joint Outreach Application Process

Project budgets and all creative work must be reviewed and approved by PaintCare. Creative work includes text, images, and scripts. All projects must include PaintCare's website address and logo and mention that other PaintCare drop-off sites can be found at www.paintcare.org. Please complete our Proposal Form for Joint Outreach Projects on the Waste Facilities page at www.paintcare.org/waste-facilities or email smeteer@paint.org with questions. PaintCare can provide artwork and photos you can use for creating drafts.

Your Responsibilities

At the start of each project, we request that you provide PaintCare with draft text, dimensions and/or specs, and due dates for the materials.

- **Brochures & Postcards:** You are responsible for sending artwork files to your printer, coordinating mailings, and distribution. After the project is completed, we request a description of how, when, and where the piece was distributed and an electronic copy of the final piece.
- **Newspaper:** You are responsible for scheduling and sending artwork files to the newspaper. After the project is completed, we request a list of run dates for each newspaper and a scan of each ad.
- **Radio:** You are responsible for providing the pre-approved scripts to the stations and handling scheduling. After the project is completed, we request you provide text of the final script with a list of run dates and times.
- **Digital Media & Other:** We are open to other types of projects such as digital advertising and social media campaigns, as well as other forms of outreach. Please coordinate details in advance and send PaintCare supporting documentation along with your invoice so we have a record of the projects and examples to show others.

Design Assistance

PaintCare can assist with basic layout and graphic design for print and digital projects. When we provide this type of assistance, we will provide electronic files for you to send for printing or ad placement. Other than editing and commenting on scripts, we do not provide in-house assistance with audio or video production. Please allow plenty of time for project planning, approvals, and editing. Depending on the time of year, this may take 4–8 weeks.

Reimbursement

PaintCare provides reimbursements for approved projects only. We do not provide money up front, pay vendors directly, or accept requests for reimbursements on projects that have already been completed. Generally, PaintCare will reimburse costs for approved projects proportional to the amount of the project dedicated to PaintCare information. Funding amounts may also differ depending on available resources and our other outreach taking place in your area.

To be reimbursed after the project is completed, send an invoice from your government agency, samples of final pieces, and copies of invoices from your vendors to paintcare@bill.com and copy Stacy Meteer at smeteer@paint.org. The "To:" space on the invoice should be addressed to PaintCare, 901 New York Ave NW, Suite 300 West, Washington DC, 20001. In the space for purchase orders please write "6369 Communications: Other, Joint Projects – *[INSERT YOUR STATE]*."

For more information, visit www.paintcare.org.