FOR GOVERNMENT AGENCIES PARTNERING WITH PAINTCARE

Joint Outreach Projects

UPDATED — JANUARY 2020

THE BASICS
If you are a local government that has partnered with PaintCare, we offer limited funding support for outreach activities that involve PaintCare. 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 paint we can collect at one time. We have supported radio, newspaper, and direct mail advertising and will consider other media.

Review and Approval
Project budgets and all creative work must be reviewed and pre-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 paintcare.org.

Proposal Form
Please complete our Proposal Form for Joint Outreach Projects and email it to brodgers@paint.org or your local PaintCare staff person. Download the form in the Waste Facilities section of each state’s page at www.paintcare.org.

Images
We have artwork and photos you can borrow for creating drafts at www.flickr.com/photos/paintcare/, but please be sure to request permission to use them in your final design.

WHAT WE ASK OF YOU
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.

Print (brochures, postcards, etc.)
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 provide assistance with basic layout and graphic design using in-house staff. 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 pre-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 pre-approved projects proportional to the amount of the project dedicated to PaintCare information. Funding amounts may also differ depending on budgets available 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 Brett Rodgers at brodgers@paint.org and copy paintcare@bill.com. The “To:” space on the invoice should be addressed to PaintCare Inc., 901 New York Ave NW, Suite 300 West, Washington DC, 20001. In the space for purchase orders please write "5839-OTJ." See sample invoice below.
{Sample Invoice}

Environmental Services Program  
Washington County  
123 Government Way  
Anytown, State 55776  

June 24, 2017

Invoice: 2452187

Purchase Order: 5839-OTJ

Outreach Department  
PaintCare Inc.  
901 New York Ave NW #300W  
Washington DC, 20005

Description:

- Newspaper ad promoting one day event held in Anytown on May 1, 2017
- Three 5x5 ads ran on April 13, 2017 in the County Journal
- Total invoices from newspapers: $1,487.00
- Invoice and copy of one ad are attached
- Per prior discussion, PaintCare agreed to reimburse county for $750
- Contact person: Marie Chen, 202-555-1212

Invoice Amount: $750.00

Remit to: Environmental Services Program  
Washington County  
123 Government Way  
Anytown, State 55776