



Joint Outreach Projects

UPDATED — FEBRUARY 2017

THE BASICS

Introduction

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 we are setting up new PaintCare sites, where participation is low, and 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. When possible, all projects must include PaintCare's website address and logo and mention that people can find PaintCare drop-off sites in other areas (via our website).

Proposal Form

Please complete our Proposal Form for Joint Outreach Projects and email it to pfresina@paint.org or your local PaintCare staff person. The Word and pdf versions of the form can be downloaded from the Waste Facilities section of each state's page at www.paintcare.org.

Flickr

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

WHAT WE ASK OF YOU

Print-Based

For print materials (brochures, postcards, etc.) you will be responsible for sending artwork files to your printer, coordinating mailings, and distribution. After the project is completed, along with your invoice, we ask for a description of how, when, and where the piece was distributed or used, and an electronic copy of the final piece.

Newspaper

For newspaper ads, you will be responsible for sending artwork files to the newspaper and scheduling. At the start of the project, we ask you to provide PaintCare with draft text, dimensions and due dates for the ads. After the project is completed, we ask for a list of run dates for each newspaper and a scan or clipping of each ad.

Radio

For radio advertising, you will be responsible for providing the pre-approved scripts to the stations and handling scheduling. After the project is completed, along with your invoice, we ask you to provide text of the final script with a list of run dates and times.

Other

For other types of projects, we will ask you for similar things – you will coordinate everything 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 our 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 some back-and-forth 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 for half of the total direct costs for pre-approved projects; however, we might offer a different amount based on how much of the message is dedicated to PaintCare, our budgets, and our other outreach taking place in your area.

To be reimbursed, send an invoice from your government agency, samples of the final pieces, and copies of invoices from your vendors to Paul Fresina at pfresina@paint.org and copy paintcare@bill.com to expedite payment. The "To:" space on the invoice should be addressed to PaintCare Inc., 901 New York Ave NW Suite 300, Washington DC, 20001. In the space for purchase orders please write "5839." See sample invoice below.

{Sample Invoice}

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

February 17, 2017

Invoice: 2452187

Purchase Order: 5839

Paul Fresina
PaintCare Inc.
901 New York Ave NW Suite 300
Washington DC, 20005

Description:

- Newspaper ad promoting one day event held in Anytown on May 1, 2016
- Three 5x5 ads ran on April 13, 20, 17 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