

# DENVER COMPOST CHALLENGE

DON'T WASTE THE GOOD STUFF: START COMPOSTING NOW

## IDEAS FOR PUBLICITY AT THE NEIGHBORHOOD LEVEL

Be sure to make your marketing fun and relevant. Use personal stories and information about the benefits of composting.  
Craft a message that fits your community!

1. If you have a website or social media page, make an announcement about the Denver Compost Challenge and link to the challenge website at [DenverGov.org/Compost](https://DenverGov.org/Compost).
2. Join the Facebook Group at [Facebook.com/groups/DenverCompostChallenge](https://Facebook.com/groups/DenverCompostChallenge) and use the hashtag #DenverCompostChallenge and/or #ThisisHowWeCompost.
3. Use your Neighborhood Association or Green Team email list. Don't know your neighborhood organization? Find it at [denvergov.org/RNO](https://denvergov.org/RNO).
4. Advertise the challenge and information about composting on social media such as NextDoor, Facebook, Instagram, Twitter, etc. Check out these [example posts](#) you can copy and paste.
5. Contact your local neighborhood newsletters or newspapers to get a letter or article published.
6. Put signs on your front yard, porch, or window advertising the Denver Compost Challenge.
7. Call friends, neighbors, and loved ones to inform them about the Denver Compost Challenge and ways they can participate.



DENVER RECYCLES

