How Did You Hear?

How did you hear about the event?

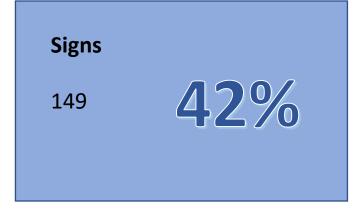
Sustainable Applewood & Sustainable Morse Park Metal & Electronics April 2022

	Marketing Method	# of People	%
>	• Website/Internet	13	4%
	• Flyer	14	4%
	• Other	18	5%
	• Email	18	5%
	Word of Mouth Wife/Husband	18	5%
>	Sandwich board signs day of event	20	6%
>	• NextDoor	23	6%
>	• Yard Signs on 20th	43	12%
	Postcard received at my home	44	12%
>	• Facebook	61	17%
>	• Yard Signs	86	24%
	Totals	358	100%

Website/Social Media

97

27%



RECENTION Sign Hosts

Benefits of yard signs

Logistics

Increased awareness of, and participation in, sustainable neighborhood activities. Sign boards and stanchions from Christy/city

Adversion SUNDAY, OCT 7TH

Yard sign design suggestions

Focus on important information (Date, Time, Where, Cost, Confact)

Morse Park Parking Lot

ge print for main event and date to attract further scrutiny from walkers bikers Yard sign

Limited audience?do Emailetod registeris 4-H Club volunteers. Spray cans \$1 each.

www.morsepark.org/sustainable-neighborhood RRR@morsepark.org

Placement

- Email your current list asking for yard sign hosts
- NextDoor request---high pedestrian area and under-represented part of your neighborhood
- Let yard sign hosts know what an important role they serve
- 20 yard signs Morse Park
- Christy gets special approval to place multiple signs along Morse Park the week before the event



poly decals as soon as possible after received and post sign Applewood volunteer suggests sprinkling baking soda/powder down first to make peeling off easier)

