

# 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%
<b>Totals</b>	<b>358</b>	<b>100%</b>

### Website/Social Media

97

27%

### Signs

149

42%



# RECYCLING SIGNS & Yard Sign Hosts

## Benefits of yard signs

- Increased awareness of, and participation in, sustainable neighborhood activities
- Advocacy from yard sign hosts

# PAINT!

## SUNDAY, OCT 7<sup>TH</sup>

## 11am-3pm

## Yard sign design suggestions

- Focus on important information (Date, Time, Where, Cost, Contact)
- Large print for main event and date to attract further scrutiny from walkers/bikers
- QR codes
- Limited audience? Email to register



[www.morsepark.org/sustainable-neighborhood](http://www.morsepark.org/sustainable-neighborhood)  
 RRR@morsepark.org

don't miss it! Register for this 4-H Club volunteers. Spray cans \$1 each.

## Logistics

- Sign boards and stanchions from Christy/city
- Decals from Christy
- Political sign reuse
- Signs delivered for first event, picked up after last event and stored over the winter
- Yard sign hosts duties
  - Apply decals as soon as possible after received and post sign (Applewood volunteer suggests sprinkling baking soda/powder down first to make peeling off easier)



## 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



• Peel off decals after event