

December 2014



Dear Middle Huron and Livingston Partners,

We are pleased to provide you with the Huron River Watershed 2015 Mini

Calendar. Your organizations have been working together for several years to manage our area's water resources and to comply with federal regulations regarding the discharge of stormwater. The 2015 Calendar is a collaborative effort to educate our residents about the importance of water stewardship and nonpoint source pollution prevention.

These calendars are for you to freely distribute to your residents, staff, volunteers, constituents, members, etc. PLEASE START NOW! Most people begin looking for new calendars well ahead of January, so the more quickly you can place these in public locations, the more success you will have. You have been given a quantity based on your community's population and your Middle Huron Stormwater Advisory Group or Livingston Watershed Advisory Group dues.

Ideas for distributing the calendars (depending on quantity/population):

- Place at your community's customer service counters and market their availability through web announcements, bill stuffers, emails, social media and bulletin board notices.
- Hand out at any public festivals, holiday events, open houses, or meetings held in your community.
- Direct mail to specific categories of residents or key volunteers that work with your community.
- Hand out to staff, boards, commissioners, and elected officials.
- Place at library, senior center, or community center customer service counters.
- Provide to specific schools (to staff and/or to elementary school parents through back-pack mail).
- Provide to key public venues and businesses that get foot traffic (theatres, restaurants, farmers markets, recreation or sporting venues, banks, health care providers) for their customers.
- Provide to larger businesses in your community that are willing to distribute to employees.
- Provide your Downtown Development Authority/Chamber of Commerce with some for meetings, and events or ask for help to identify larger business members (see above).
- Provide to local real estate offices for new residents.

The calendar program has been running biannually since 2003, with over 240,000 distributed to residents since the first year (not counting the 33,000 we are pushing out now). **The 2015 Mini Calendar, is a collection of our favorite photos from four previous calendars (2008, 2010, 2012 and 2014).** This will be the first annual version, and it comes at popular demand. In choosing the smaller size, we prioritized containing costs and using local vendors. Our large combined print run always results in significant savings for a piece that will engage your residents with helpful tips for 12 months.

Digital files and information will be available on the public pages of hrwc.org and in the "Public Education Materials" area of hrwc.org/our-work/programs/middle-huron-sag/ or hrwc.org/our-work/programs/livingston-wag/ shortly. **If you have questions, concerns, or feedback on the 2015 Community Calendar, please contact me.** Thank you in advance for your participation in the program and help in distributing the calendars.

Pam Labadie

Marketing Director, Huron River Watershed Council

plabadie@hrwc.org, (734)769-5123 x 602