Campaigns on a Shoestring

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Today’s roundtable

• The art of being resourceful
• Overview of the leanly-executed I ♥ Tap Water campaign
• A few other examples
• Around the room sharing:
  – What efforts create the most customer engagement?
  – What are your best low cost/high ROI communications strategies?
I ♥ TAP WATER (IHTW) is a collaborative campaign between Cal Dining, Recreational Sports, Environment, Health & Safety (EH&S), and University Health Services (UHS) to promote the drinking of tap water as the preferred beverage of choice and reduce plastic water bottle waste.

Since Fall 2008
Clarity enables success

You don’t build a house without a blueprint

- Have a plan, no matter how simple
- Set clear goals
- Weigh your priorities
- Identify audiences
- Craft messages
- Define activities
- Identify audiences
- Break down who & how
- Keep it manageable
Keep it manageable

• When resources are tight, it’s better to do a few things well than do many things poorly
• For longer-term campaigns, sustainability and endurance are key

I don’t think so!
Student intern posted a water fountain of the week. How would we sustain that?
Crowd-sourcing your message

Wearable, shareable, highly visible, self-promoting promo items

Call to action pledge
URL on all materials
Face-to-face

- Cal Day
- CalSO
- Caltopia
- PlayGreen
- UHS Open House
- Earth Week
Actively engage

Pledge sign ups
Actively engage
Actively engage

Spring 2011: Welcome to our first issue!

Welcome to our first eNews for the I ♥ Tap Water campaign at Cal. You received this email because you signed up for our online pledge. We've been busy promoting the campaign, and want to share some updates with you. As promised, we'll only send out communications a few times a year.

Join us at the PLAYgreen Festival!
Come see us at the PLAYgreen Festival this Friday @ Pauley Ballroom from 10am-4pm! Pick up buttons, stickers, posters, and postcards.

Try and fail
Eyes open for opportunities

Tag Archives: Kim La Pean

Weaning off the bottle: UC Berkeley tests the waters
March 31, 2011 12:00 pm by Rachel Gross

Being a college student means starting to make tough decisions. But here's one you might not expect: bottled water or tap?

Students at UC Berkeley are poised to vote next week on whether they want to be sold plastic water bottles on their own campus. On the April 5-7 student election ballot, they can check off an initiative to support phasing out the sale of bottled water and improving access to public water, including campus drinking fountains.

UC Berkeley would join an eco-trend that has swept colleges nationwide. Washington University and the University of Seattle jumped on the bandwagon last fall and the University of Portland was the first West Coast campus to start a ban in 2010. And it's not just universities: in 2007, former San Francisco mayor Gavin Newsom prohibited all city departments from purchasing bottled water.
Attach and partner

• Partner with like or complementary groups/initiatives
• Integrate into other activities
Staffing

- Paid positions
- Paid and unpaid student positions
- Job sharing
Funding

• Grants
• Partnerships
• Sponsors
• What else?

The Green Initiative Fund
University of California, Berkeley
Campus examples I ❤️...

Free photographers!

The power of sharing
Campus examples I ♥... Let others amplify your message

RSS feeds rock

The power of sharing
Drumroll please...

- Questions?
- Your turn!