

Marketing Toolkit

for Water Conservation Partners - 2025

We're excited to be your water conservation partner!

Resource Central manages and executes every facet of our programs, but your marketing efforts are crucial for their success. This toolkit provides resources, key program dates, flyer templates, photos, and more to make marketing easy. You're welcome to edit the provided materials to suit your needs, but you must have us review any significant changes to ensure accuracy.

What's Included

[MARKETING SEASONS](#)

[HOW TO GET THE WORD OUT](#)

[TIPS AND TRICKS](#)

Accessibility Compliance

Resource Central promotes equal access to our programs by adhering to the Americans with Disabilities Act ([ADA](#)) and Web Content Accessibility Guidelines ([WCAG](#)) in our marketing materials. This includes essential elements like text legibility, color contrast, and alternative text for images.



Have marketing questions? We're here to help!

[Please complete this form](#) for any questions about or requests for custom marketing support. Please allow 5 business days for custom material turnaround.

Marketing Seasons

Most of our programs are only successful with high demand — lots of people on our interest lists. To build high demand, we need you to market. **We highly encourage pre-season marketing in January, February, and March for ALL our water programs!** Below are critical marketing actions for each time of year within each program.



**MARKET
EARLY**

in January,
February, & March

Garden In A Box

- **Pre-Season (JAN - FEB):** Sign up for the interest list
- **Spring Season (MAR - MAY):** Purchase gardens online
 - Garden store opens for spring pick-up dates on **March 4**
- **Late Summer Season (JUN - AUG):** Purchase gardens online
 - Garden store opens for late summer pick-up dates on **June 18**

Lawn Replacement

- **Pre-Season (JAN):** Sign up for the interest list
- **Application Season (FEB - MAY):** Apply for both the standard and DIY program
 - Applicants are notified of approval within ~2 weeks
 - Encourage early application! Applicants approved on a first-come, first-served basis
- **Lawn Removal Season (MAY - SEPT):** Lawn removal appointments are completed

Slow the Flow

- Services include sprinkler evaluations, smart controller installs, and rain sensor installs
- **Pre-Season (JAN - APR):** Sign up for the interest list
- **Scheduling Season (MAY - AUG):** Schedule an appointment
- **Appointment Season (JUN - SEPT):** All appointments are completed

Waterwise Yard Seminars

- **Pre-Season (JAN):** Sign up for the interest list
- **Season (FEB - AUG):** Register for and attend seminars

How to Get the Word Out

Below are the three main ways that our partners effectively get the word out to their customers. Here we've included details for these top marketing channels. Links to downloadable and editable materials can be found on our [marketing toolkit homepage](#). Watch the short video in your marketing toolkit email to learn how the toolkit works.

Flyers or Water Bill Inserts

Water bill inserts, or “bill stuffers,” are small flyers or sections included in a customer’s monthly water bill that can advertise the program.* We’ve found this to be the most effective way to market these programs and the partnership between you and Resource Central!

Don’t forget — many of your customers may have opted for paperless billing. Be sure to share program information with these customers as well.

*Customized materials available upon request with a five (5) business day turnaround time. Access request form here [LINK].



Newsletters, Websites, and Emails

Sharing information about these programs directly on your website, in newsletters, and in customer emails can be a powerful way to market. Use our resources to craft the perfect message that fits seamlessly into any platform and space.

Social Media Campaigns

Social media is a great way to generate widespread interest and buzz about these programs. By consistently sharing key messages, you'll raise the profile of the program and encourage people to participate. We've made it easy for you by creating a list of sample captions and images to pull from.



Tips and Tricks



QR Codes

Use QR codes to conveniently and quickly direct participants to our website to learn more, sign up on interest lists, or shop online. Drop these into emails, printed flyers, or ads.

Follow and Share

Follow @ResourceCentral on Facebook and Instagram, and share our posts!

Add Direct Links

Whenever possible, always link directly to the Resource Central program page. Fewer clicks equals fewer barriers to sign up.

Customize Your Content

Only have a small section available to get the word out? Use our editable text, images, QR codes, and more to customize marketing content for each program.



Always Include Contact Info and URLs

Garden In A Box

303-999-3820 x222 | GardenInfo@ResourceCentral.org

Program Info: ResourceCentral.org/Gardens

Garden Store: ResourceCentral.org/Gardens/shop

Interest List: <https://lp.constantcontactpages.com/sl/zlr0ZQi/2025>

Lawn Replacement

303-999-3820 x221 | LawnReplacement@ResourceCentral.org

Program Info & Application: ResourceCentral.org/Lawn

Interest List: <https://lp.constantcontactpages.com/su/EgyX7D9/LR>

Slow the Flow

303-999-3824 | Water@ResourceCentral.org

Program Info: ResourceCentral.org/Sprinklers

Interest List & Appointment Scheduling: <https://SlowtheFlow.ConservationCenter.org/>

Waterwise Yard Seminars

303-999-3820 x222 | GardenInfo@ResourceCentral.org

Program Info & Registration: ResourceCentral.org/Seminars/

Interest List: <https://lp.constantcontactpages.com/sl/QvJqnxt/2025>