

# Marketing Toolkit

for Water Conservation Partners - 2026

## We're excited to be your water conservation partner!

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

## What's Included

[PROGRAM SEASONS](#)

[MARKETING CALENDAR](#)

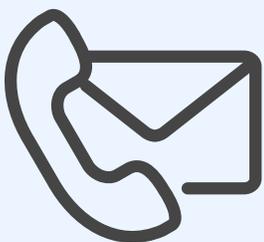
[HOW TO GET THE WORD OUT](#)

[BEST PRACTICES](#)

[CONTACT INFO AND URLS](#)

## 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 and website. This includes essential elements such as text legibility, color contrast, and alternative text for images. We encourage you to ensure that any materials you create follow ADA best practices as well.



Have marketing questions?  
We're here to help!

[Complete this form](#) with any questions or requests for custom marketing support. Please allow five business days for custom material turnaround.

# Program Seasons

**MARKET  
EARLY!**

January,  
February, &  
March

Building strong demand is essential to the success of our programs, and effective marketing is key. Below are the critical marketing actions for each program's seasons.

**We strongly encourage early marketing in January, February, and March for all our programs.** The main focus during this time should be driving interest list sign ups so participants receive timely email updates directly from each program.

## Garden In A Box

- **Pre-Season (JAN - FEB):** Sign up for the interest list, view new garden designs on our store
- **Spring Season (MAR - MAY):** Preorder gardens online starting **March 11** (pickup in May - Jun)
- **Late Summer Season (JUN - AUG):** Preorder gardens online starting **June 24** (pickup in Aug - Sept)

## Lawn Replacement

- **Pre-Season (JAN - FEB):** Sign up for the interest list
  - **Application Season (OPENS ON MAR 9):** Apply early for lawn removal service or gardens-only option (DIY); encourage early application!
- **Lawn Removal Season (MAY - SEPT):** Lawn removal appointments are completed

## Slow the Flow

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

## Waterwise Yard Seminars

- **Pre-Season (JAN):** Sign up for the interest list and begin registering for seminars
- **Season (FEB - AUG):** Register for and attend seminars, and continue marketing upcoming seminar topics throughout the season

# Marketing Calendar

Need a visual guide to help schedule your marketing? The calendar below makes it easy to see the optimal times of year to promote each program based on key dates. These recommendations vary based on demand and your contract. Please check your program updates regularly for insight.

Month	January				February				March				April				May				June			
Week	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Garden In A Box																								
Lawn Replacement																								
Slow the Flow																								
Waterwise Yard Seminars																								

Month (cont.)	July				August				September				October				November				December			
Week	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Garden In A Box																								
Lawn Replacement																								
Slow the Flow																								
Waterwise Yard Seminars																								

## Icon Key: Program Start Dates

	<b>Garden In A Box:</b> Spring garden kits on sale in March and Late Summer kits in June
	<b>Lawn Replacement:</b> Applications open in March, on rolling basis
	<b>Slow the Flow:</b> Residential sprinkler evaluations begin June and non-residential in July
	<b>Waterwise Yard Seminars:</b> Registration opens mid-January, seminars begin February

## Color Key: Ideal Marketing Tactics

	<b>Primary Marketing Channels:</b> Feature program(s) in bill inserts and municipal newsletters
	<b>Supporting Marketing:</b> Please consult your update dashboard. Create social media posts and share Resource Central's posts to your platforms
	<b>Optional Pre- or Off-Season Marketing:</b> Build demand for next season by sharing interest lists

# How to Get the Word Out

Below are the three main ways our partners effectively spread the word to their customers. Links to downloadable and editable materials can be found on the [marketing toolkit homepage](#) after submitting your contact information.



## Print Materials

These materials include a variety of print-ready sizes that you can mail or include with water bills. 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.



## 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 powerful way to build interest and buzz around these programs. Consistently sharing key messages, images, and videos raises awareness and encourages participation. We've provided sample captions included in our Editable Text document, images, and ready-to-post videos to make it easy. You can also share our posts to your page or story. Don't forget to tag us **@ResourceCentral** and **@GardenInABox!**



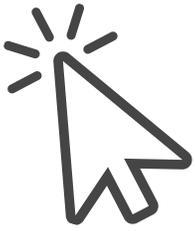
**For best results, use platform-specific media ratios:**

**Instagram Image** - 4:5 (or 1080 × 1350 px)

**Facebook Image** - 1.91:1 (or 940 x 788 px)

**Instagram or Facebook Reel or Story** - 9:16 (or 1080 x 1920 px)

# Best Practices



## Add Direct Links

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



## Follow and Share

Follow **@ResourceCentral** on Facebook and Instagram, and **@GardenInABox** on Facebook. Sharing our posts is an easy way to spread the word. Don't forget to tag us so we can share your posts too!



## QR Codes

Use QR codes to direct participants to our website to learn more, sign up for interest lists, or shop online. Drop these into printed materials, bill inserts, or ads.



## 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.



## Educational Resources

Resource Central offers a variety of educational resources to support participants in their waterwise transformation projects. Share these resources in social media posts, newsletters, and more as free guidance:

Inspiration Hub and Educational Resources - [WaterwiseYards.org](https://www.waterwiseyards.org)

On-Demand Recorded Waterwise Yard Seminars - [YouTube.com/@ResourceCentral](https://www.youtube.com/@ResourceCentral)

# Contact Info and URLs

Always include contact info and URLs when sharing program details. Link directly to the Resource Central program page, as fewer clicks create fewer barriers to sign up.



## Garden In A Box

303-999-3820 x 222 | [GardenInfo@ResourceCentral.org](mailto:GardenInfo@ResourceCentral.org)

Program Info: [ResourceCentral.org/Gardens](https://ResourceCentral.org/Gardens)

Garden Store: [ResourceCentral.org/Gardens/Shop](https://ResourceCentral.org/Gardens/Shop)

Interest List: [ResourceCentral.org/Gardens/InterestList](https://ResourceCentral.org/Gardens/InterestList)



## Lawn Replacement

303-999-3820 x 221 | [LawnReplacement@ResourceCentral.org](mailto:LawnReplacement@ResourceCentral.org)

Program Info & Application: [ResourceCentral.org/Lawn](https://ResourceCentral.org/Lawn)

Interest List: [ResourceCentral.org/Lawn/InterestList](https://ResourceCentral.org/Lawn/InterestList)



## Slow the Flow

303-999-3824 | [Water@ResourceCentral.org](mailto:Water@ResourceCentral.org)

Program Info: [ResourceCentral.org/Sprinklers](https://ResourceCentral.org/Sprinklers)

Interest List & Appointment Scheduling: [SlowtheFlow.ResourceCentral.org](https://SlowtheFlow.ResourceCentral.org)



## Waterwise Yard Seminars

303-999-3820 x 222 | [GardenInfo@ResourceCentral.org](mailto:GardenInfo@ResourceCentral.org)

Program Info & Registration: [ResourceCentral.org/Seminars/](https://ResourceCentral.org/Seminars/)

Interest List: [ResourceCentral.org/Seminars/InterestList](https://ResourceCentral.org/Seminars/InterestList)

On-demand Recorded Seminars: [YouTube.com/@ResourceCentral](https://YouTube.com/@ResourceCentral)