

The background of the slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes. The flag is draped and appears to be waving. The colors are vibrant, with a deep blue field of stars and bright red and white stripes. The lighting is soft, creating a sense of depth and texture in the fabric.

How To Celebrate ICAW

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ICAW Purpose & Mission

- Using an international poster campaign as the backdrop this is a multi-media publicity and educational initiative to increase awareness of and participation in organic recovery through the production and use of compost.
- To make compost and it's use more widely recognized and celebrated

“Emotional Branding”

-- Past Themes for ICAW

- It's Your Turn ... Compost!
- The Future Starts Here ... Compost!
- Make a Difference ... Compost!
- Be Resourceful ... Compost!
- The Possibilities Are Endless ... Compost!

2012:

- *Compost! Replenish the Earth
for Generations*



COMPOST!

replenish the earth for generations

International Compost Awareness Week • May 7-12, 2012

How To Celebrate ICAW Manual

(Revised manual available March 1, 2012)

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- **What Is ICAW?**
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- **Post ICAW Strategies**
- **ICAW Partnership – Global Activities**
- **Samples and Templates**
- **Planning Notes**

Tips for ICAW Event Success

- Begin planning now
- Read through the ICAW Manual
- Form a Committee, establish tasks and create a timeline
- Brainstorm activities
- Designate an ICAW point of contact
- Appoint a media outreach person or committee

Tips for ICAW Success

continued

- Contact local businesses
- Order your ICAW posters ASAP
- Keep in touch with the USCC
- Let others know about the week
- Provide USCC with your contact information
- Think “Community”

Partnerships

- Commercial Composters
- Master Composters
- Construction Companies
- County and Regional Extension Professionals
- Local Environmental Chapters
- “Green” Industry
- Farmers

Partnerships

Continued

- Grocery Stores
- Civic Groups
- Coffeehouses
- Colleges and Universities
- Public elementary and secondary schools
- Businesses
- Youth groups

Success Through Communication

Outreach

- Community – Examples of ICAW Celebrations
- Media – Publicity Materials
- Educational

Post ICAW Strategies

- Evaluate
- Send follow-up press releases
- Thank everyone involved
- File publicity materials and planning notes
- Update media files
- Contact the USCC

Future ICAW Dates

Celebrated the first full week of May

Mark Your Calendars!!

2012: May 6 – May 12

2013: May 5 – May 11

2014: May 4 – May 10

2015: May 3 – May 9

Remember,

73 Days Until
International Compost
Awareness Week ...

The Possibilities Are Endless!