

## NMRC 2009 Marketing & Outreach Plan

Program	Outreach Tactics	Audiences Reached	Time Frame
Member Communications	Scraps and listserv	Members, legislators and other listserv members	Ongoing. Monthly.
Public Advocacy	Legislative lobbying and grassroots outreach to members.	Elected officials and NMRC members	January-March. Stakeholder outreach in Fall.
NMRCAM	Community and school events in November to increase awareness about recycling. Target Farmington & Navajo Nation for campaign	General Public	May - December
Rural Recycling	Reach out targeted 106+ rural NM communities, provide technical assistance and consider hub/spoke infrastructure	Members, rural communities, hub communities	January – September 30
Annual Meeting	Provide member networking, recognize recycler of the year & nominees, update membership	NMRC Members and rural community members	June
Recycling Task Forces	Reach out to construction, hospitality industries and to stakeholders in NW NM	Build/design community, hotels/restaurants and regional NW partners	Ongoing
Community Outreach and Champions	Attend community recycling planning meetings, solicit community members to serve as recycling champions, outreach to voluntary reporting entities to improve state recycling measurement		Ongoing
Certification Courses	Provide professional training in recycling and composting	Members and Other Professional	4 courses per year
Public Resources	Website, Recycling Directory, Dex yellow page ads	Public, members and other professionals	Ongoing

## 2009 Timeline for Outreach

Month	Program	Outreach	Results
January	Certification Course	General Course Flyer to Mailing List	
	Rural Recycling	Attended Association of Counties Affiliate Meetings	
	Member Service	Scraps e-newsletter	Sent to NMRC members and legislators
	Member Service	Outreach to potential new members	Secured 3 new business I & II level members
	Community Recycling	Attend Santa Fe recycling stakeholder meeting & call into Las Cruces meeting	
	Advocacy	Legislative Action and Lobbying	
February	Community Recycling	Attend Santa Fe recycling stakeholder meeting & call into Las Cruces meeting	
	Advocacy	Spoke on panel at Association of Counties Conference about Collaboration	200+ county managers, commissioners, clerks and other folks
	Member Service	Scraps e-newsletter	Sent to NMRC members and legislators
	Rural Recycling	Visits to Abiquiu, Taos, Angel Fire recycling centers	
	Member Service	Scraps e-newsletter	
	Advocacy	Legislative Action and Lobbying	
March	Rural Recycling Training	Association of County & Muni League Newsletter Submittals	17 attendees registered
	Member Service	Scraps e-newsletter	Sent to NMRC members and legislators
	Rural Recycling	Visit Las Vegas to explore hub opportunities	Justin completed.
	Rural Recycling	Assistance to communities with RAID grant application	Sarah & Justin completed
	Advocacy	Legislative Action and Lobbying	
	Certification Course	Reminder Emails and Listserve for Compost Class	Compost Class 35 attendees
April	C&D Recycling Task Force	C&D Outreach List 200+	30+ Attendees
	Certification Course	April 21-23 Compost Cert Course	29 Attendees
	Certification Course	Reminder Postcard to Mailing List for May Recycling Class	Recycling Class 3??Attendees
	Rural Recycling	Visit Enchanted Circle communities: Taos, Taos Ski Valley, Angel Fire, Cimarron, Red River, Eagle Nest	Tim completed.
	Rural Recycling	Spoke at InterTribal Resource Committee (IRAC) about rural program and training	20 attendees
	Member Service	Scraps e-newsletter	Sent to NMRC members and legislators
	Rural Recycling	Visit Silver City entity to explore hub opportunities	Sarah completed
	Rural Recycling	Visit Roswell, Hobbs and Carlsbad to explore hub opportunities	English & Tim completed
	Rural Recycling	Advisory Meeting	Reviewed Toolkit documents

	Member Service	Alcoa Bin statewide press release & Scraps	Awarded 16 entities with bins. Gained 3 new/renew members
	Rural Training/Annual Meeting	Registration mailer to Mailing List & Rural Contact List & Scraps & Listserve	
May	Hospitality Task Force	Outreach to Hospitality List 200+, NM Restaurant Association, Tourism Association & Lodging Assoc members	40 attendees from catering, restaurant, culinary school, hotels, B&B, restaurants and pubs were represented.
	Member Service	Scraps e-newsletter	
	Rural Recycling: NW NM Recycling Task Force	Inviting list of 60+ stakeholders in region to develop long-term recycling strategy for region	45-50 regional attendees attended half-day strategy mtg
	NMRAM	Visit with Farmington NMRAM partners to develop campaign	
	Community Recycling	Attend Las Cruces SCRAP regional meeting	
	Rural Recycling	Visit T or C to assess hub and spoke potential	
	Rural Recycling	Print comprehensive toolkit for distribution	
	C&D Recycling Task Force	Outreach to C&D List 200+	Working as a Drywall Subcommittee to develop Onsite Soil Amendment Guidelines
June	Member Service	Scraps e-newsletter	
	Rural Recycling and Member Service	Host one-day NMRC Annual Meeting & Rural Recycling Training. Goal of 70-80 attendees.	
	Rural Recycling	Visit and reach out to hub/spoke & rural communities as needed	Sarah, Tim, Justin
	NMRAM	Research and develop campaign with partners, Navajo Nation & Farmington	
July	Member Service	Scraps e-newsletter	
	Rural Recycling	Visit and reach out hub/spoke & rural communities as needed	Sarah, Tim, Justin
	NMRAM	Research and develop campaign with partners	
August	Member Service	Scraps e-newsletter	
	Rural Recycling	Visit and reach out hub/spoke & rural communities as needed	Sarah, Tim, Justin
	NMRAM	Research and develop campaign with partners	
	Certification Course	Reminder postcard for October Composting Class	
September	Member Service	Scraps e-newsletter	
	Advocacy	Host statewide stakeholder meeting to solicit feedback on legislative direction. Outreach to 2000. Expected attendance 100+.	
	Rural Recycling	Solicit input from rural targets on success of grant to create final report	

	NMRAM	Implement campaign with partners	
October	Certification Course	Reminder Postcard for December Recycling Class	
	Rural Recycling	Begin Second Year of outreach & support with focus on cooperative partnerships.	
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November	Member Service	Scraps e-newsletter	
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December	Member Service	Scraps e-newsletter	