

Dumpster Lid Social Marketing Campaign

Pre-Campaign Evaluation Plan

Date(s)	Task	Notes
Feb 26 th -March 12 th	Plan Pre-Campaign Evaluation Schedule	<ul style="list-style-type: none"> ✓ Plan out schedule for self or staff to visit each business 1-2 times per day for 1 week. ✓ Include weekends if business is open on weekends. ✓ Fill out top of evaluation form for each pre-campaign survey business. ✓ Send to staff performing evaluation if not you.
March 5 th -11 th	Identify and conduct Pre-Campaign evaluation 20 -30 businesses with lids up to include in pilot	<p>Quick “windshield survey”</p> <p>Business candidates for pilot must have:</p> <ul style="list-style-type: none"> ✓ Dumpster lids open! <p>Dumpsters that are fully operational (lids present and able to close.</p>
March 5 th -12 th	<p>Pre-Campaign Evaluation</p> <p><i>These evaluations must be completed before start of campaign and prior to any communications with pilot participants.</i></p>	<p>*Evaluate 10-20 businesses in case they:</p> <ol style="list-style-type: none"> 1. Won’t participate in pilot. 2. Put their lid down all the time during the pre-campaign evaluation and are therefore not a good candidate for the campaign. 3. Some other unknown reason that makes them not a good pilot candidate. <p><i>Any businesses you do not use for your pilot can be saved for implementation after the pilot. You may also choose to continue evaluating them along with pilot businesses as a control.</i></p>
March 12 th – 29 th	Select businesses for pilot.	Reach out and schedule visits with businesses as needed.
March 29-April 1	Implement Campaign Pilot	Have at least 1 business implementation completed and any others to have date/time scheduled.
April 1 – as needed depending on when businesses start campaign.	Early-Campaign Evaluation	Schedule evaluation 1-2 times a day for 1-2 weeks after the start of implementation