TEXTILES CAMPAIGN
OVERVIEW

TEXTILES EDUCATION SUMMARY

- Goal: Decrease volume of materials in Central Landfill
- Primary Strategy: Increase diversion of “unwanted” textiles to textile MRBs
- Primary Objective: Teach consumers how to dispose/donate textiles
- Primary Target: College-age and adult women, 18-49
- Tactics
  - M: Radio, online display and ppc combo @ 1 wk/mo and on holiday WEs
  - PR: Kick off event; photo op, press release, interviews, op ed, bylines
  - SM: Makeover platforms; Pinterest presence
  - Collateral: Sticker
**BUSINESS GOALS**

- Reduce the amount of material buried in the Central Landfill
  - Extend its lifespan
  - Reserve space for nonperishable waste
- Increase awareness of recycling and reuse options among Rhode Islanders
- Help municipalities reduce tipping fees through diversion

**PROGRAM STRATEGY**

**TARGET TEXTILES**

Increase the diversion of recyclable textiles to businesses and charities that successfully resell the materials, thus assisting the local recycling business community.
COMMUNICATIONS GOALS
FOR NEW TEXTILE RECYCLING PROGRAM

- Increase awareness among adult women that most textiles should not be commingled with trash
- Inform target audience of the changed textiles recycling market and how to recycle/donate their unwanted textiles
- Position RIRR as a progressive agency that leads the development of collaborative recycling programs beneficial to the state’s solid waste management goals

COMMUNICATIONS STRATEGIES

EMPHASIZE OUTCOMES
- Persuade that recycling textiles is good for landfill life, local charities and businesses
- Explain that reduced municipal tipping fees benefit homeowners
- Educate on the afterlife of household textiles

TEACH MECHANICS
- Re-teach the rules
- Barrage with visual information
- Draw correlation to e-waste and plastic film recycling programs that RIRR has designed and championed
MESSAGING

- Throwing textiles in the trash is wasteful
- Donated textiles can be in poor condition but as long as they are clean, dry and odorless, they are acceptable for recycling
- Donating wearable clothing, shoes and textiles helps people who can’t afford to purchase these items at retail prices
- Donating worn, ripped, or stained clothing is NOT a burden to clothing collection organizations; it’s a bonus
- Resource Recovery’s has a proven track record for designing innovative recycling programs that are successful and popular
- RIRR collaborates with stakeholders to create recycling options for materials that are not commonly recycled

AUDIENCES

DONORS & POTENTIAL DONORS

- R.I. Women
- 18-49 (college age and adult)
- Responsible for 80% of textile purchases.
- Average monthly spend on clothing is $121 per person.
- Routinely replace clothing, purses, shoes, etc. for self and occupants of household.
- Presumed to assume most responsibility for laundry and thinning of wardrobe.

RI MEDIA, EARNED

- Ch. 6, 10, 12 & Fox TV
- Rich Salit, Providence Journal
- Community newspapers
- Online news sources (e.g., GoLocal, EcoRI)
- News and community radio programming
- Ellen Lieberman, RI Monthly

THE 8 RECYCLERS

- Planet Aid
- Goodwill
- Salvation Army
- Kiducation
- Recycling Associates
- Big Brothers/Big Sisters
- Mint Green Planet
- St. Vincent de Paul
TACTICS

RESEARCH

- Issues Survey
  - Establish baseline understanding of textile recycling
  - Telephone survey of 400 Rhode Islanders
- Evaluate conversations on textile recycling in social networks
  - Quick pulse, Baseline
- Test creative expression for the textile campaign with stakeholder recyclers

TACTICS

EARNED MEDIA

CREATE MEDIA RELATIONS TOOLS

- Press release
- Fact sheet
- Targeted media list
- Spokesperson training for 8 partners, if desired
- Op ed
- Bylined articles
TACTICS
EARNED MEDIA

KICK OFF EVENT

- Weekend before Labor Day
- Held at Warwick Mall parking lot, highway side
- Locate collection bins from each partner with org reps manning tables; provide opportunity for the public to interact with the org
- Collect donated textiles, divide equally among the 8.
- Raffle 1 grand prize, 2 runners up – gift certificates to the Warwick Mall for “back to school” shopping
- Raffle stub to list key messaging and thank you.
- Create path to bins with clothesline containing images of the before/after products, printed on recycled/reused outdoor billboard vinyl and held up with clothespins (e.g., lone sock to pillow stuffing)
- Start collection with recognition of the 8 partners and ask RI’s Teacher of the Year to make the ceremonial first donation.

TACTICS
EARNED MEDIA

KICK OFF MEDIA RELATIONS

- Pre-launch Sunday Journal story about new textile program, scope of problem, spirit of collaboration, effect on landfill
  - Rich Salit
  - Interviews with RIRR, The 8, SMART
  - Textile/fiber remanufacturer industry professionals
- Rhode Show, Fox
  - Day one – Interview with RIRR on the how to and basics; lots of visual examples
  - Day two – Reps from the 8 to discuss value to them
- TV – 6, 10 and 12
  - Early morning news and weekend news interview segments with female anchors
  - Pitch to share with affiliates
TACTICS
EARNED MEDIA

KICK OFF MEDIA RELATIONS

- Providence Business News
  - Business side of recycling industry, exports
  - Interviews with RIRR, The 8, SMART
  - Textile/fiber remanufacturer industry professionals
  - What to do this weekend e-newsletter
- RI Monthly
  - Weekly e-newsletter
  - Pitch longer story about the 8 and why they need wearable as well as damaged textiles; value to landfill
- Radio
  - Long NPR segment with Ambar Espinoza; pitch to share with NPR affiliate stations
  - Bill George interview for B101, Coast 93.3 and 94 HJY
  - Art Berlutti, WADK
  - Gene Valicenti, WHJJ; Tara Granahan, WPRO
  - Amanda Leonardo, Cat Country & Kim Zandy, 92PRO-FM

TACTICS
EARNED MEDIA

KICK OFF MEDIA RELATIONS

- Newspaper
  - Alexis Magner, ProJo Fashion editor
  - Sarah and Krystal’s ProJo columns
  - Op Ed for all newspapers
  - Post-event Letter to Editor thanking participants
- All media
  - Send to events and calendar editors
  - Post on websites where allowed to self-post
TACTICS
SOCIAL MEDIA

INTEGRATE SOCIAL MEDIA
- Design changes/8 bins, less-than-perfect items
  - FB cover image
  - Twitter background
- Kick-off promotion
  - Publicize event, call for donations
  - Grand Prize teaser
  - Date, location, post-publicity images, results
- Sustained effort
  - Education of what to/not to donate
  - Post donation travel of the items
  - Answer questions

AMPLIFY SOCIAL MEDIA
- Promoted Content
  - Facebook boosted posts: Extend reach of textile education to RI users not associated with the page
  - Promoted tweets: Increase chances of RT and @mentions by promoting textile education tweets in RI among users that follow Feeds with a similar mission to RIRRC
- Expansion to Pinterest (DID NOT IMPLEMENT)
  - Establish RIRRC Pinterest Business Page, driven by textile education activity
  - Create pinboards with insightful tips and facts about textiles, their future use, and the organizations that support textile reuse and recycling
  - Link applicable content back to the textile education website or RIRRC website to drive traffic and discovery
TACTICS
PAID MEDIA

REACHING WOMEN
- Radio: terrestrial and internet
  - Stations considered:

- Online display & boosted social:
  - Sites considered:

- 1 wk/mo and on holiday weekends
- Launch the week prior to Labor Day

TACTICS
COLLATERAL

PARTICIPATING STICKER
- Used on all bins
- Unifies 8 partners into 1 program
- Overcomes distracting language on bins
- Distributed and affixed to bins by partners

PLEASE BAG ALL
CLEAN, DRY, ODORLESS TEXTILES.
TORN? STAINED? TOWELS? SHEETS?
THEY BELONG HERE.

iFactory | RDW GROUP INC.
THINK. WORK. WIN.
ACCOUNT SERVICE ESTIMATE
- Approximately 50 hours for June, 5 hours/month through June 2015
- Approximately $15,400/13 months

MEDIA ESTIMATE
- Approximately $20,000 per week/7 months through June 30, 2015
- Actual: $65,000 all in

SOCIAL MEDIA ESTIMATE
- Approximately 5 hours/month
- Approximately $8,400/year

RESEARCH
- $23,590

CREATIVE AND PRODUCTION SERVICES
- Finals of What Not to Do, including online banners $3,122.25
- Radio (:60, :30, live reads) $9,363.00
- Landing page $8,000
- Photography $3,500
- Props
- Sticker $3,326

KICK-OFF EVENT
- Raffle tickets creative and production (5K) $10,000
- Prizes $1,000
- Clothesline display TBD
EVENT

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