



## More Ideas for Promoting Your RREO Award

### Ideas for promoting your RREO Award within the community:

- “Pitch” your project’s story to the media and to statewide organizations such as the [Colorado Association for Recycling](#) and the local chapter of the [Solid Waste Association of North America](#).
  - Write your “pitch” in an email. What makes your project newsworthy? How does it benefit the community? Answer these questions to create an email that will grab a reporter’s attention.
  - Keep your email short and to the point. Include only the most important details.
  - Attach your [press release](#) or [media alert](#).
  - Follow up with a phone call. This is important. You are not the only one trying to get your story covered.
- Add an announcement of the RREO award to your on-hold phone message recording. Sample on-hold script:
  - *We’re excited to have recently been awarded an RREO grant by the Colorado Department of Public Health and Environment in recognition of plans to expand our recycling program and create new green-sector jobs.*
- Run an article about the award in your external newsletter. See [Sample Newsletter Article or Email Blast](#).
- Email an announcement about the award to your customers. See [Sample Newsletter Article or Email Blast](#).

### Ideas for publicizing your accomplishments within the your building:

- If you have a grant or donor wall, add your **RREO award letter** to it.
- Run an article about the award in your internal newsletter.

### More ideas:

- Include news of your RREO grant in publications you produce for external distribution such as annual reports, lists of supporters, etc.
- Invite the local media to a grant-related event. See [Media Alert](#).