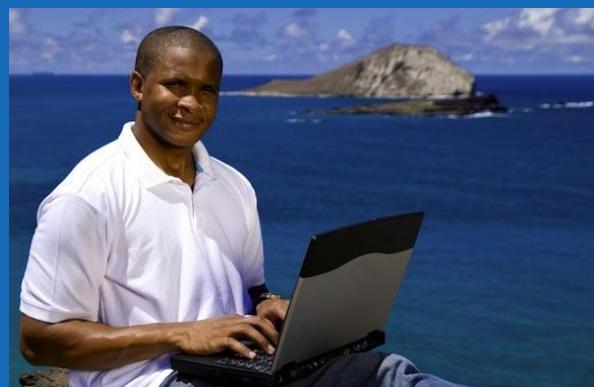




**WATER WORDS
THAT WORK**

Make a splash with your communications!



NCCDE Great Schools, Clean Streams 2021 Final Report
New Castle County Department of Special Services
June 2021

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Overview

Between Monday, April 12th, 2021 and Friday, April 30, 2021 Water Words That Work, LLC worked with the New Castle County Department of Special Services to run the Great Schools, Clean Streams social marketing campaign for the sixth time. The goal of the campaign was to persuade New Castle County residents to "can their grease" -- because grease contributes to sewer overflows in the county.

For the 2021 campaign, we again offered residents an incentive to pledge to properly dispose of used cooking oils, fats, and grease -- the opportunity to assign their pledge to a local school. The schools that collected the most pledges won cash to purchase educational materials and supplies for on-campus projects.

Based on lessons learned from the 2013, 2015, 2016, 2018 and 2019 campaigns we focused our pledge drive promotional efforts on school leaders, PTA/PTOs, and past pledge signers. The prize structure was changed in 2018 to increase the number of schools who could win, give students the chance to participate via the Student Pledge Poster, and help smaller schools compete by creating prize tiers based on enrollment. It remained the same for 2021. The pledge was open for three weeks.

Summary of the Results

Pledges Drop 2019-2021

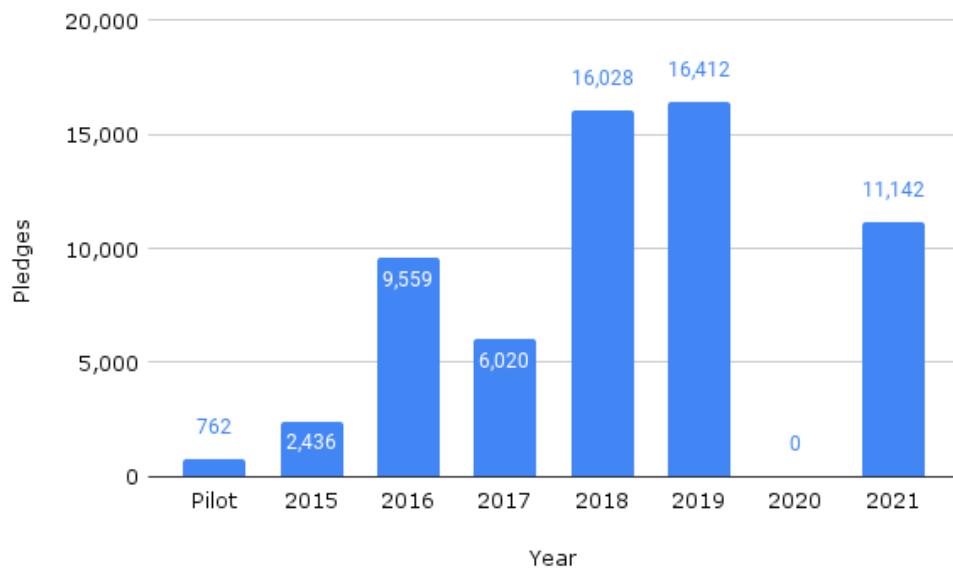
Between April 12th and April 30th 2021, we collected 11,142 valid pledges (10,242 online pledges and 900 from Student Pledge Posters)! **This was our third best year ever** — it marks a significant drop from 2019, which was our best year.

There is no obvious, glaring explanation for the drop in pledges from 2019. All systems — website, email, advertising, school outreach, etc. — all came off without significant hitches. The schools did their part as they have in years past — spreading the word online and having students sign posters.

However, the advanced digital reporting for email and advertising showed slight drops in response across the board.

The 2021 campaign occurred during the tail end of the Covid-19 pandemic, when schools and the economy were in the middle of a long awaited reopening. We surmise that New Castle County residents were simply eager to get away from their screens and out into the world again.

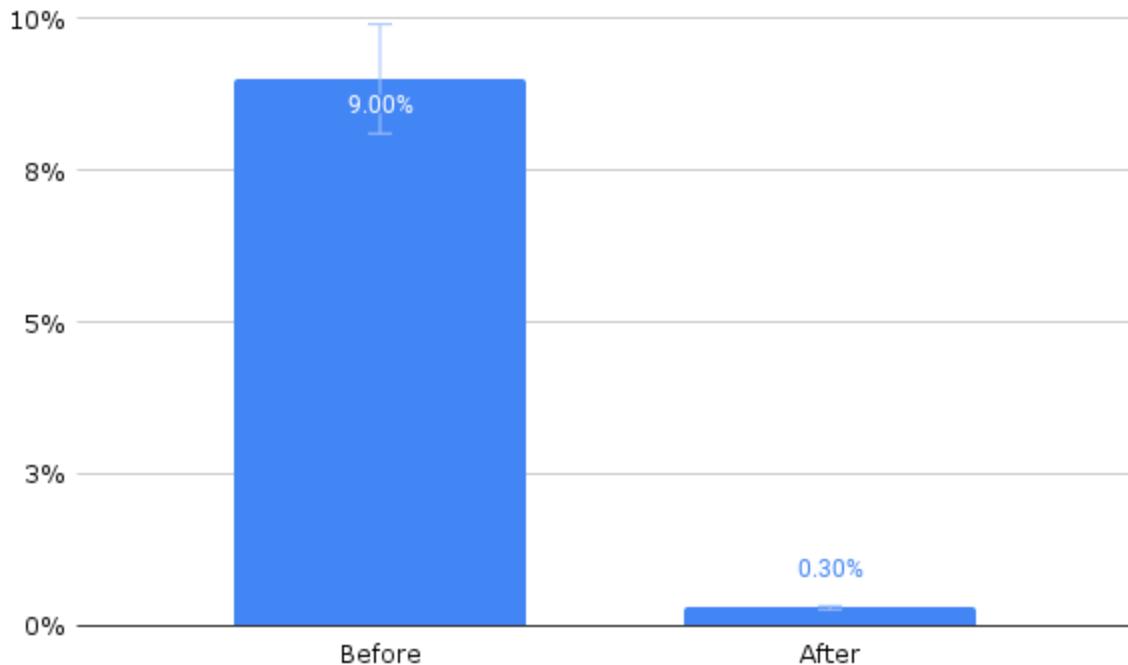
Pledge Totals: Pilot to 2021



Note: Great Schools, Clean Streams 2020 was cancelled due to the pandemic

Survey Results Remain Strong!

In the post campaign evaluation, county residents report that participating in the campaign caused some of them to change their behavior as we hoped. About 9% of county residents said they disposed of FOG down the drain before, and .3% reported they still do this after participating.



Survey results suggest that the overarching message of the campaign is sticking with campaign participants. Here are a few highlights for how campaign participants report the consequences of improper FOG disposal:

- *Clogged drains, messed up water, etc*
- *It is harmful to our home plumbing and to the environment.*
- *It just clogs everything up*

Here are a few highlights for how campaign participants describe the benefits of proper FOG disposal:

- *Easier to dispose and reduce expensive pipe damage.*
- *Keeps our waterways clean and our wildlife healthier*
- *Keeping pipes running with less maintenance.*

The Prize Tiers Were Successful

In 2018, we restructured the pledge drive categories and kept the change in 2021. Competing schools were organized into tiers by size — 600+ enrolled students, 300-599 enrolled students, and <299 enrolled students. This change attracted new schools to compete in the campaign.

All told, 37 schools secured more than 50 pledges, and 157 schools got at least one pledge.

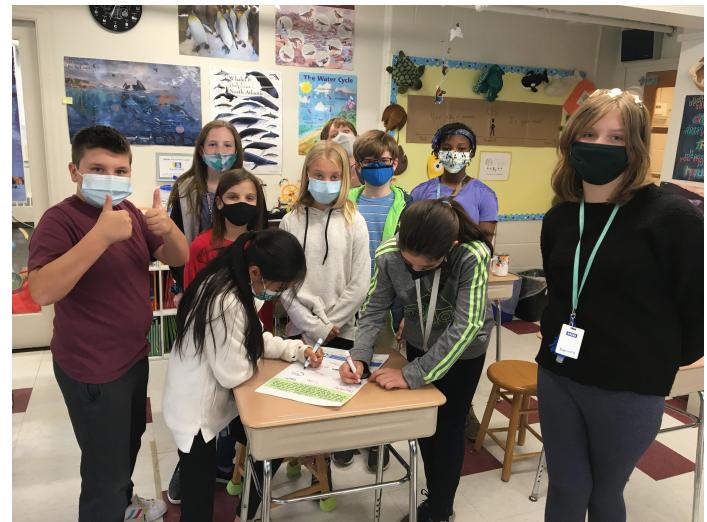
The Posters Remain Popular!

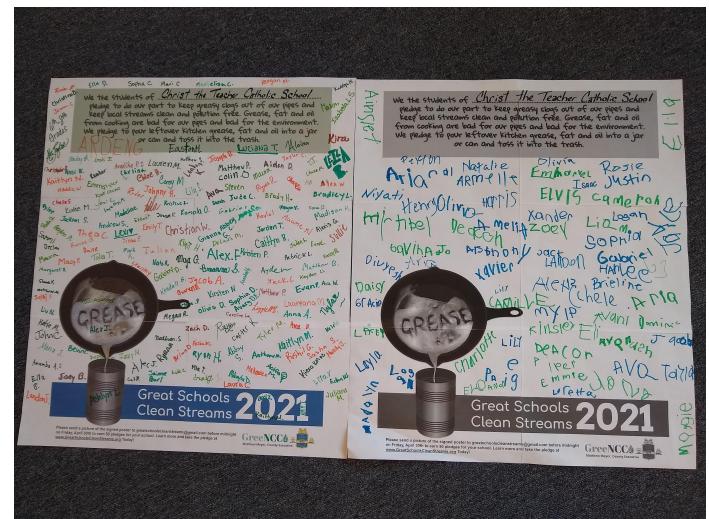
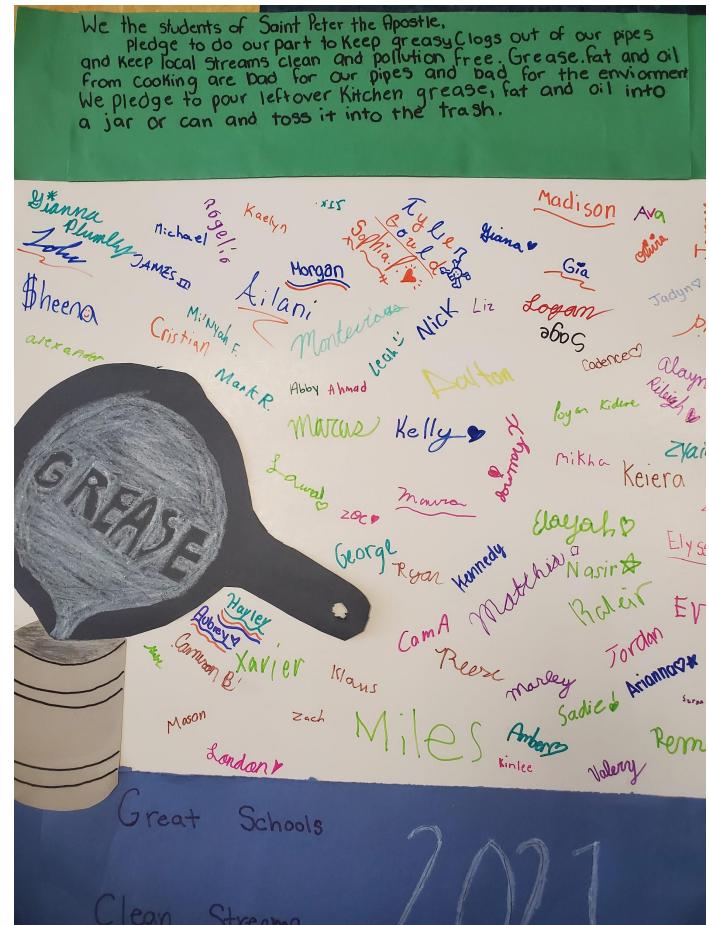
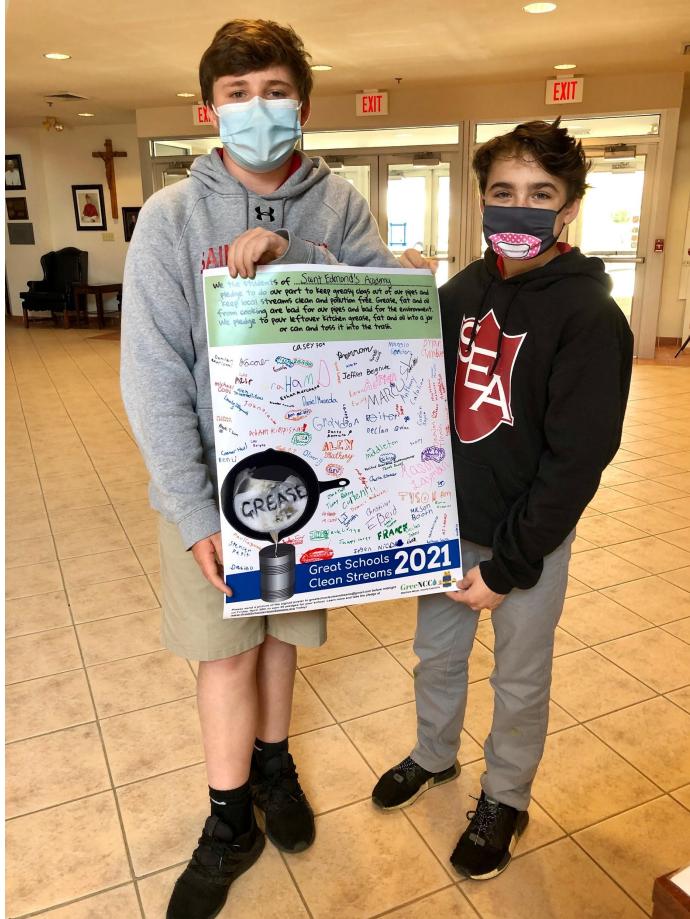
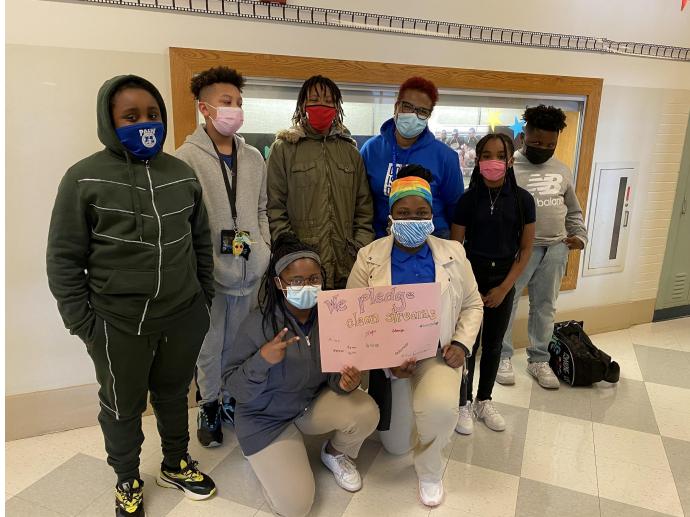
This year we again offered schools the opportunity to engage their students in the campaign: Placing posters in public areas of the school for students to sign. We offered a credit of 50 pledges for each poster, regardless of how many students actually signed it. Schools could also download and print the posters themselves. A few schools got even more creative!

Eighteen schools submitted posters:

1. Cooke Elementary School
2. Las Américas ASPIRA Academy
3. The John Dickinson School
4. North Star Elementary School
5. Holy Angels School
6. Sanford School
7. Olive B Loss Elementary School
8. Christ the Teacher Catholic School
9. Harlan Elementary School
10. New Castle Elementary School
11. Padua Academy
12. First State Montessori
13. Lorewood Grove Elementary
14. Pilot School
15. Smyrna Christian School
16. Learning Express Academy
17. Saint Edmond's Academy
18. St. Peter The Apostle Catholic School

Here are a few photos:





Email Segmentation Gave Us a Boost

Once the campaign was underway, we segmented our email list into three groups:

- Those who pledged this year
- Those who pledged in prior years, but not this year
- Those who have never pledged (mostly school personnel who we added to the list)

We note that the different segments responded to our messages very differently:

Mailing List Segment	Impressions	Open Rate	# Opened	Click Through Rate	# of Clicks
Pledged in 2021	27,564	32.8%	9,053	4.4%	1,221
Pledged in Prior Years	84,448	16.4%	13,889	2.6%	2,159
No Recorded Pledge	32,427	12.1%	3,918	0.4%	121

Winning Schools

Here is the final list of winning schools and the cash prizes they will receive:

600+ Winners

1. Linden Hill Elementary School, \$1,250
2. Odyssey Charter School, \$750
3. MOT Charter School, \$500

300 to 599 Winners

1. Olive B. Loss Elementary School, \$1,250
2. First State Montessori Academy, \$750
3. Christ The Teacher Catholic School, \$500

<300 Winners

1. Saint Peter The Apostle Catholic School, \$1,250
2. Saint Edmond's Academy, \$750
3. Pilot School, \$500

Wild Card Drawing \$250 Winners

1. Albert Einstein Academy
2. St. Elizabeth School
3. William F. Cooke Elementary School
4. Smyrna Christian School
5. Louis L. Redding Middle School
6. William Penn High School

7. Brick Mill Elementary
8. Alexis I. duPont Middle School
9. West Park Place Elementary School
10. Mount Pleasant Elementary School

Recommendations for Future Efforts

The goal of the Great Schools, Clean Streams campaign is to increase awareness that dumping grease down the sink is bad for household and community sewer systems in the target audience of “parents with children attending schools in New Castle County.”

While the 2021 Great Schools, Clean Streams pledge drive was a success, factors like COVID and contest burnout might have contributed to a drop in participation. Here are some suggestions based on this year’s results:

Integrate Great Schools, Clean Streams With Clean Stream Champion

The Department of Public Works now sponsors two separate pledge programs — Great Schools, Clean Streams and Clean Stream Champion. We recommend that in FY2022, the county, Water Words, and Delaware Nature Society develop a plan to integrate the two programs. This will be a substantial change, key tasks include:

- Combining two separate websites
- Rethinking contest rules
- Revising the pledge form
- Creating new social media accounts
- Rewriting much of the promotional content that we have recycled since the pilot campaign in 2013
- Etc.

Continue to Partner with the Schools

In 2021, we continued to see high levels of participation from schools — spreading the word online, asking students to sign posters, etc. And those who take the pledge each year consistently report that they are responding to messages received from the schools their children attend.

Since 2013, we have learned that the some tactics simply work, so we recommend continuing them:

- Avoid spring break!
- Keep revised prize structure (3 size tiers and wild card for 50+ pledges)
- Continue using Student Pledge Poster option
- Continue email segmentation to feature the schools by name
- Promote with other Earth Month activities
- Continue to work with Community Services to promote contest
- Mail heads-up letter from the County Executive and the info packet, including posters, to schools in advance of pledge drive

Develop a Fresh Hands-On Activity to Renew Excitement

For motivated school faculty, the poster provides an opportunity to involve the students in a fun and educational activity. To put the campaign back on a growth trajectory for 2022, we recommend brainstorming with NCCDE and DNS to come up with a new activity that excites students and parents, and produces heartwarming photographs to feature on the website and in promotional materials.

Pledge Analysis

2021 marks the sixth time the Great Schools Clean Streams Pledge contest has run. A review of the pledge data over the last six years reveals some interesting trends.

2021 was an unusual year. COVID-19 posed many challenges to society and may have impacted participation in the pledge contest this year, as the decision to skip the contest in 2020 (due to COVID-19) may have also impacted participation this year. Participation numbers dropped below those of the previous two contest years in 2019 and 2018.

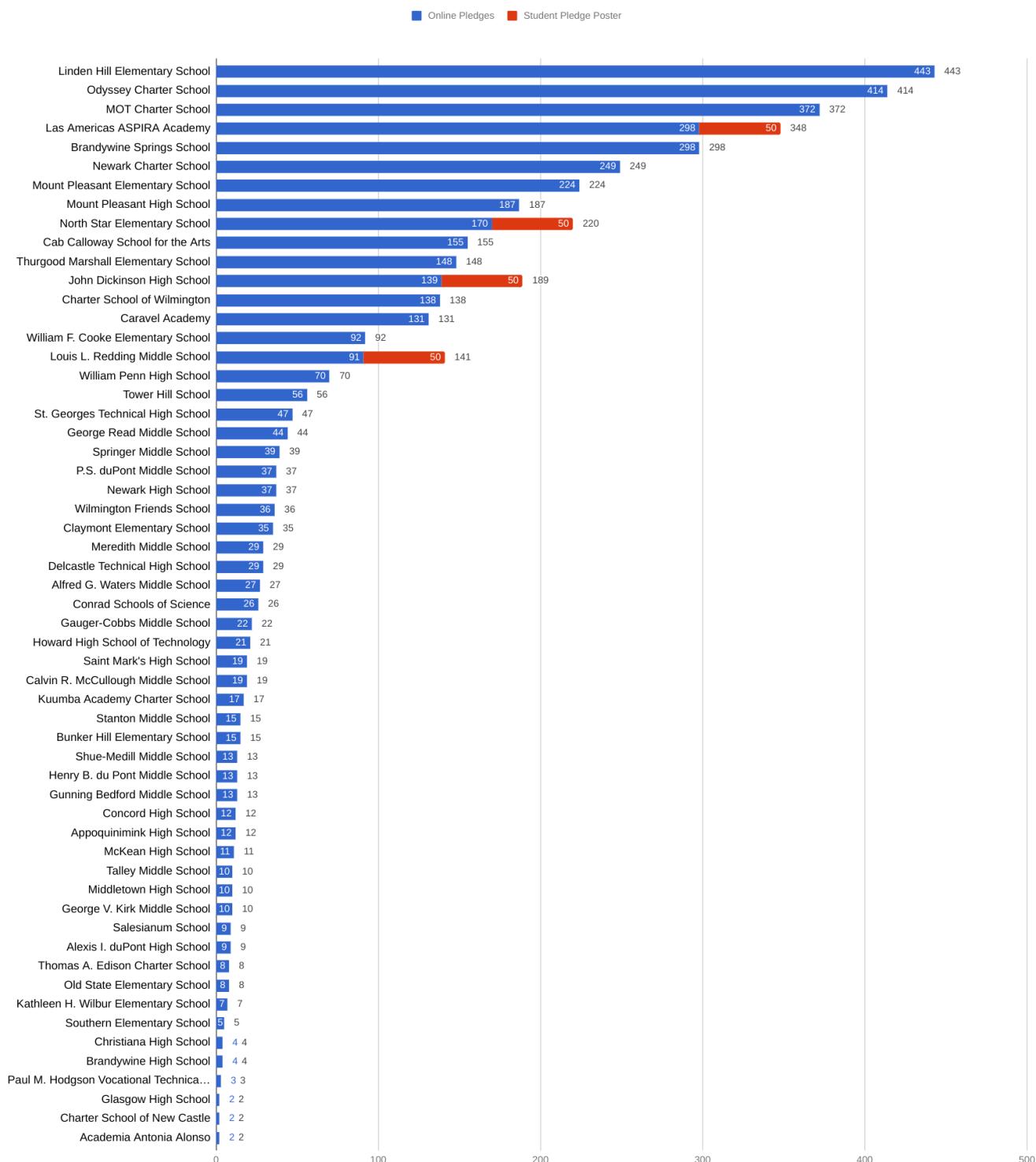
With the change in rules and prize structure retained from 2018, there was active participation from the schools making the competition fierce for the top spots in each of the enrollment categories. The schools that place in the top three prize slots generally change from year to year.

Total Pledges

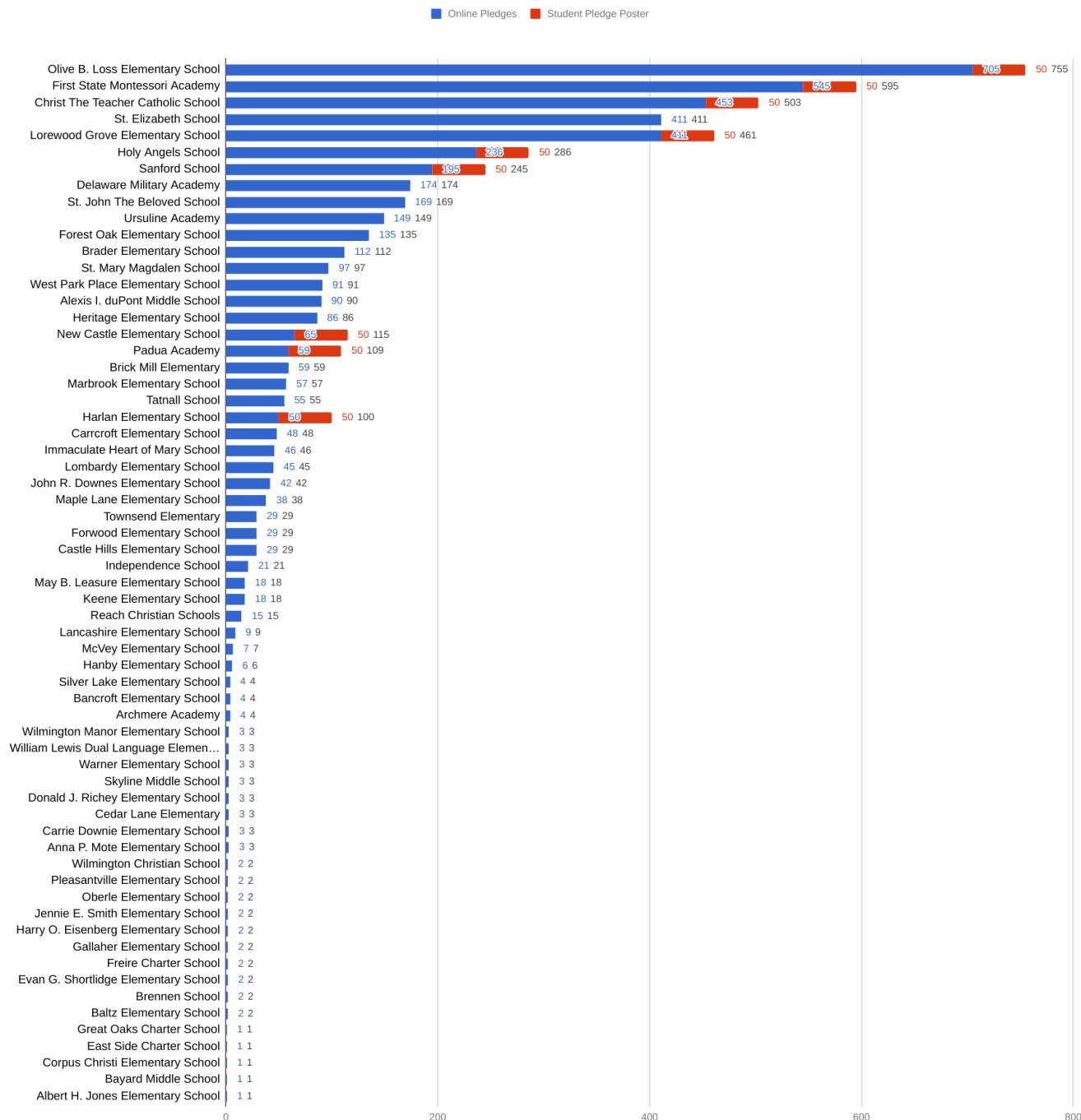
Pledge Data	2021	2019	2018	2017	2016	2015	2013
Total Pledges	11,142 (10,242 w/o posters)	16,412 (15,012 w/o posters)	16,028 (15,078 w/o posters)	6,021	8,014	2,459	829

Pledge Count Per School

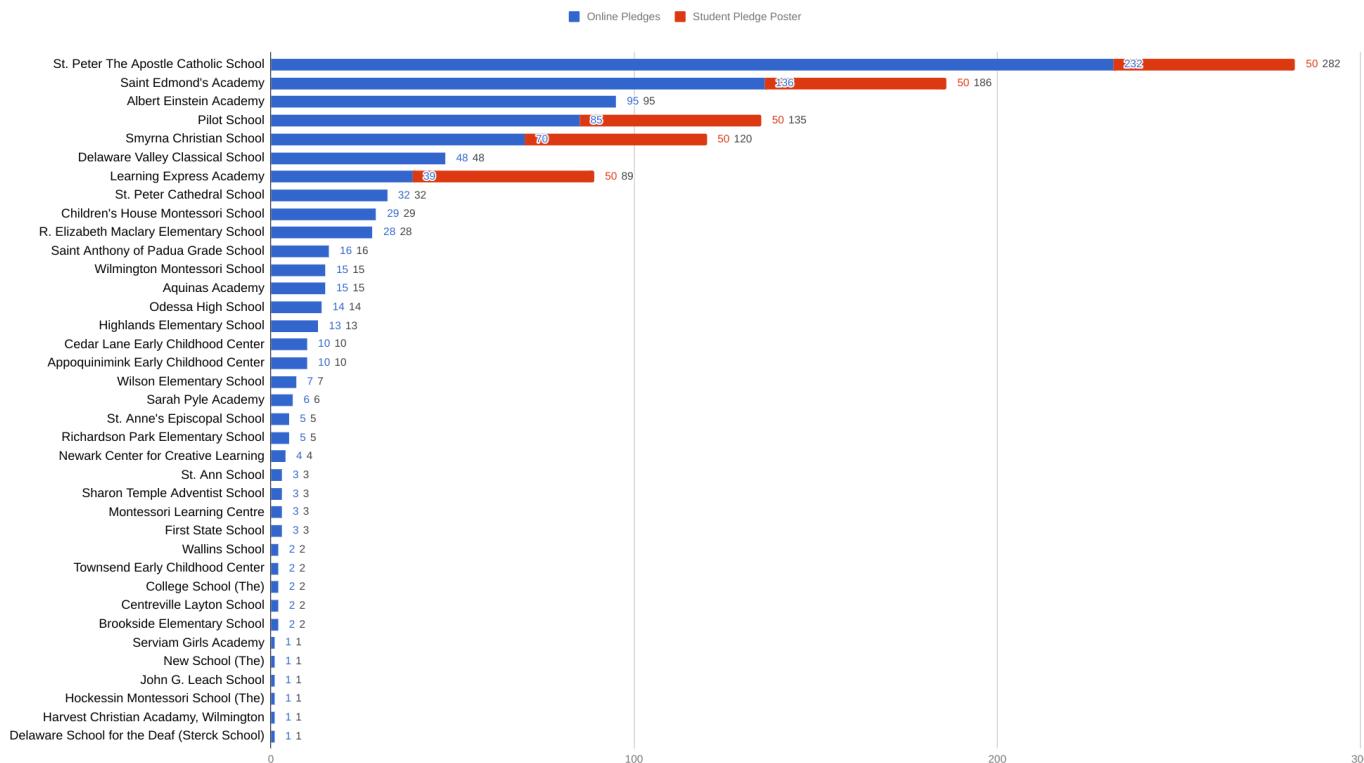
600+ Enrolled Students, Updated 5/01/2021 @ 12:00 am



300-599 Enrolled Students, Updated 5/01/2021 @ 12:00 am



<300 Enrolled Students, Updated 5/01/2021 @ 12:00 am



Pledge Trends

Pledge Data	2021	2019	2018	2017	2016	2015	2013
#Public Schools >10/Total Schools				32/99	31/93	14/69	?/49
#Private Schools >10/Total Schools				20/41	13/35	8/21	2/5
#Tier 1 Schools >10/Total Schools	45/57 (79%)	47/61 (77%)	37/59 (63%)				
#Tier 2 Schools >10/Total Schools	34/63 (54%)	37/59 (63%)	26/69 (38%)				
#Tier 3 Schools >10/Total Schools	17/37 (46%)	19/41 (46%)	6/23 (26%)				
Total >10/Total Schools	96/157 (61%)	103/161 (64%)	69/151 (46%)	52/140 (37%)	44/128 (34%)	22/90 (24%)	?/54
Schools with 50+ pledges	37 (24%)	53 (33%)	40 (26%)	29 (21%)	28 (22%)		
Student Pledge Posters	18	28	19	--	--		
# Small Schools with Pledges	37/59 (63%)	41/69 (59%)	23/49 (47%)	--	--		
# Med Schools with Pledges	63/64 (98%)	60/63 (95%)	69/81 (85%)				
# Large Schools with Pledges	57/59 (97%)	60/60 (100%)	59/62 (95%)				

Top Three Pledge Earners in Each Category

Pledge Data	2021	2019	2018
Tier 1 1st Place	Linden Hill Elementary School	Olive B. Loss Elementary School	Olive B. Loss Elementary School
Tier 1 2nd Place	Odyssey Charter School	Cab Calloway School of the ARts	Odyssey Charter School
Tier 1 3rd Place	MOT Charter School	Odyssey Charter School	MOT Charter School
Tier 2 1st Place	Olive B. Loss Elementary School	First State Montessori Academy	Forest Oak Elementary School
Tier 2 2nd Place	First State Montessori Academy	St. Elizabeth School	St. Elizabeth School
Tier 2 3rd Place	Christ The Teacher Catholic School	Christ The Teacher Catholic School	Christ The Teacher Catholic School

Tier 3 1st Place	Saint Peter The Apostle Catholic School	Saint Peter The Apostle Catholic School	Saint Peter Catholic School
Tier 3 2nd Place	Saint Edmond's Academy	All Saints Catholic School	St. Peter's Cathedral School
Tier 3 3rd Place	Pilot School	Albert Einstein Academy	Albert Einstein Academy

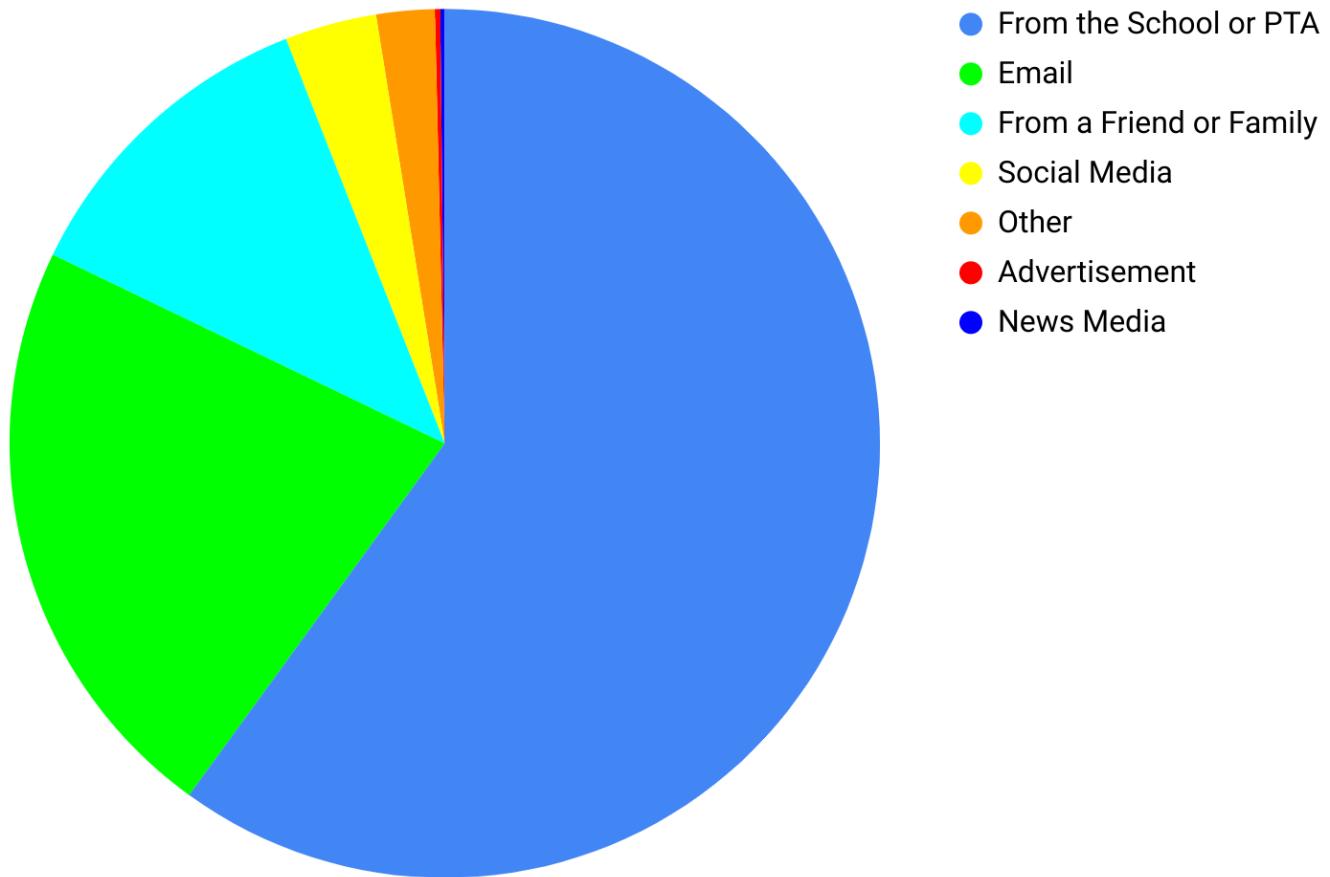
Pledge Data	2017	2016	2015	2013
Public/Charter 1st Place	Odyssey Charter School	Odyssey Charter School	Odyssey Charter School	Mt. Pleasant Elementary School
Public/Charter 2nd Place	First State Montessori Academy	Cab Calloway School for the Arts	Mount Pleasant Elementary School,	Brandywine High School
Public/Charter 3rd Place	MOT Charter School	William Penn High School	North Star Elementary School	Odyssey Charter School
Private 1st Place	Christ the Teacher Catholic School	Christ the Teacher Catholic School	The Tatnall School	Caravel Academy
Private 2nd Place	Ursuline Academy	Holy Angels Elementary School	Sanford School	St. Johns the Beloved
Private 3rd Place	Caravel Academy	Caravel Academy	Caravel Academy	Three way tie

Pledge Count for Top Three Pledge Earners in Each Category

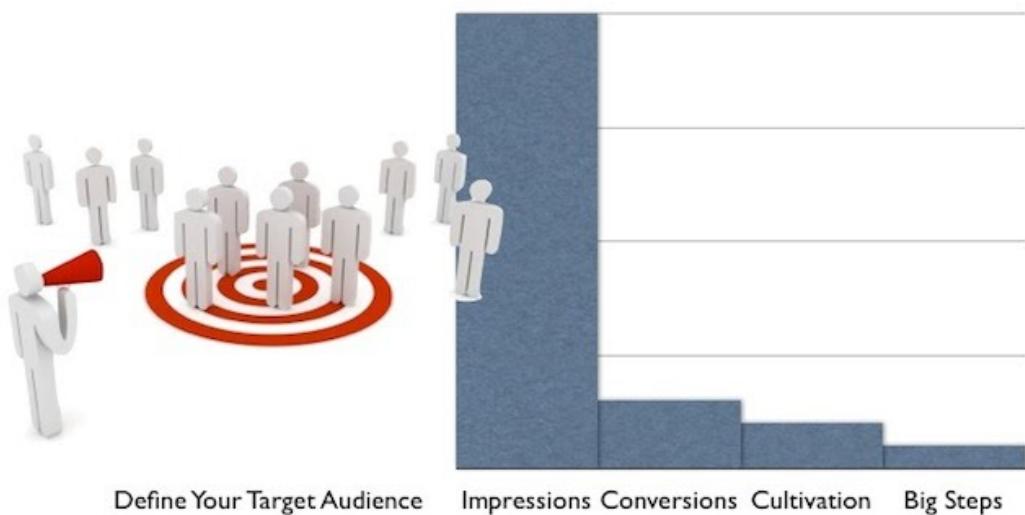
Pledge Data	2021	2019	2018
Tier 1 1st Place	443	1236	1707
Tier 1 2nd Place	417	946	1621
Tier 1 3rd Place	372	919	765
Tier 2 1st Place	755	997	1885
Tier 2 2nd Place	595	876	1620
Tier 2 3rd Place	503	776	1206
Tier 3 1st Place	282	385	183
Tier 3 2nd Place	186	302	95
Tier 3 3rd Place	135	208	63

Pledge Data	2017	2016	2015	2013
Public/Charter 1st Place	408	1048	448	381
Public/Charter 2nd Place	465	948	273	29
Public/Charter 3rd Place	333	728	216	23
Private 1st Place	374	478	246	249
Private 2nd Place	359	341	196	13
Private 3rd Place	202	326	126	1

How did you hear about the campaign?



The Slope



Target Audience

Any adult over the age of 18 was welcome to participate in the Great Schools, Clean Streams pledge drive, but only one pledge per email address counted. Because our incentive focused on schools, we directed our promotional efforts at parents of school-aged children.

Impressions

We report the following "impressions" for the campaign:

Impression Type	# of Impressions
Blast Emails	226,404
Facebook Sponsored Video	75,802
Messages to School/PTA Facebook Pages	728
Posts to Social Media Groups	302,548
PTA and School Website/Social Media Posts	Cannot track
NCCDE HOTNEWS	3,400
NCCDE TV Facebook Video	7,212
NCC Happenings	90,000
Meyer Minute	
Total:	706,094

Emails

Over the course of the campaign, the overall average open rate was 19.10%. Of those, an average of 3.43% recipients clicked through to the website. These numbers are very close to 2019. Over the course of the campaign we sent a total of 18 emails to the list and various segments of it!

The Great Schools Clean Streams pledge drive is now open! Pledge by April 30th to help your favorite school!

[View this email in your browser](#)



Great Schools Clean Streams Now Open! Help your favorite school win cash prizes!

Dear Friend of New Castle County Schools,

New Castle County's annual [Great Schools, Clean Streams](#) pledge drive is now open and will run until Friday, April 30th. Parents, students, faculty, and other supporters can help their school win cash prizes of up to \$1,250 for school supplies and educational projects.

Here's how it works: You sign a simple online pledge (on your favorite school's behalf) to dispose of your used cooking oil and grease in the trash. **The schools that collect the most pledges will win prizes.** We're sponsoring this contest because keeping used cooking oil out of the county sewer system helps prevent water pollution!

[Pledge Now](#)

Email	Audience	Date	Impressions	Open Rate	# Opened	Click Through Rate	# Clicked
Total/Average Email Performance			226,404	19.10%	43,240	3.43%	7,757
#1	School/PTA personnel	3/12/2021	5,739	11.70%	671	0.50%	29
#2	School/PTA personnel	3/29/2021	5,619	10.80%	588	0.60%	35
#3	All Subscribers	4/12/2021	35,288	13.70%	4,574	3.40%	1,144
#4	All Subscribers	4/16/2021	25,739	28%	6,983	6%	1,506
#5a	Pledged Already	4/20/2021	4,564	39.90%	1,821	7.20%	327
#5b	No 2021 Pledge	4/20/2021	22,303	20.10%	4,483	4.30%	951
#5c	No Pledge History	4/20/2021	8,167	13.20%	1,078	0.30%	25
#6a	Pledged Already	4/23/2021	7,020	34.80%	2,443	4.20%	295
#6b	No 2021 Pledge	4/23/2021	21,262	19.10%	4,061	2.30%	489
#6c	No Pledge History	4/23/2021	8,167	13.20%	1,078	0.30%	25
#7a	Pledged Already	4/27/2021	7,412	37.10%	2,750	4.50%	334
#7b	No 2021 Pledge	4/27/2021	20,779	14.50%	3,013	2.20%	457
#7c	No Pledge History	4/27/2021	8,093	10.70%	866	0.50%	40
#8a	Pledged Already	4/30/2021	8,567	23.80%	2,039	3.10%	266
#8b	No 2021 Pledge	4/30/2021	20,103	11.60%	2,332	1.30%	261
#8c	No Pledge History	4/30/2021	8,000	11.20%	896	0.40%	32
#9	All 2021 Pledges	5/10/2021	9,581	37.20%	3,564	16.10%	1,542

PTA and School Website/Social Media Posts

Once again, schools and PTAs worked hard to help spread the word. Here are just a few samples:

St. Elizabeth School @StElizSchool · April 26, 2018

Okay VKNation, you all ROCK! You helped St. E get to the #1 spot in the Great Schools, Clean Streams campaign-now you can help keep us there! Today is the LAST DAY TO PLEDGE and help St. E win a cash prize! If you haven't pledged yet, there is still time!



1 7

Brader (Henry M.) Elementary School · April 21 at 2:27 PM

We ask that you share this on your social media to help us get more pledges on behalf of Brader!!!

Pledging is easy:

1. Visit the Great Schools Clean Streams website.
2. Take the online pledge to can your grease.
3. Assign your pledge to our school.
4. Track our school's pledge numbers.
5. Encourage friends and family to take the pledge and assign it to our school.

We are excited to be a part of this contest, and hope you will help us win!

So why wait? Visit www.GreatSchoolsCleanStreams.org and take the pledge to cease the grease today.

Thank you for your support!!

Great Schools, Clean Streams 2021

Holy Angels School Newark, Delaware 19711 · April 16 at 10:15 AM

MAKE THE PLEDGE: Join us in taking the pledge and invite your family and friends to take the pledge and connect their pledge to our school. It's a good cause and will earn money for our school!

#HolyAngels #NCCDE #eduDE #GSCS2021



For Your School
Get a Reminder

Great Schools, Clean Streams 2021

Joanna Arat · April 19 at 12:25 PM

Can you help us? We would love for you to please take a second to complete the Great Schools, Clean Streams pledge in honor of Ursuline!

www.greatschoolscleanstreams.org

Ursuline needs 16 more pledges to be in the running for a "wild card" prize from the county. Here's how the campaign works: You sign a simple online pledge to dispose of your used cooking oil and grease in the trash, and then you assign your pledge to Ursuline. The top three schools in each category will win cash prizes – up to \$1,250 – for school supplies and educational projects.

The pledge drive is open through April 30th. Thanks for your help in keeping us green!



Great Schools

Las Americas ASPIRA Academy · April 14 at 2:22 PM

Have you taken the pledge to help keep our local waterways clean? It's quick and easy to do! Select Las Américas ASPIRA Academy and share to help us win funding to keep our environmental education program going! 🌎 + 🌎 #aspiraoutdoorelearningenvironment

<https://www.greatschoolscleanstreams.org/>



For Your School
Get a Reminder

Great Schools, Clean Streams 2021

St. John the Beloved Catholic School · April 12 at 11:01 AM

Please pledge now to help St. John the Beloved School.



For Your School
Get a Reminder

Great Schools, Clean Streams 2021

Saint Edmond's Academy · April 12 at 8:06 AM

New Castle County's annual Great Schools Cleans Streams will run TODAY April 12th to Friday April 30th. Please spread the word to all SEA supporters to help us win cash prizes for supplies and educational projects that benefit our boys!

Here's how it works: Visit the website at <https://www.greatschoolscleanstreams.org> and sign (using your email address) a simple online pledge (on the school's behalf) to dispose of your used cooking oil and grease in the trash. The schools that collect the most pledges will win prizes!! NCC sponsors this contest because keeping used cooking oil out of the county sewer system helps prevent water pollution.

Can Saint Edmond's count on your pledge? Thank you!

#SEALancers #BuiltForBoys #nccde #gscs2021



For Your School
Get a Reminder

Great Schools, Clean Streams 2021

Ursuline Academy · April 13 at 8:00 AM

Take the Great Schools Clean Streams pledge to dispose of your used cooking oil and grease in the trash and select Ursuline Academy. The schools that collect the most pledges will win cash prizes to support their environmental programs. We're sponsoring this contest because keeping used cooking oil out of the county sewer system helps prevent water pollution. Take the pledge: <http://ow.ly/u5Lf50Emfxd>



19 SCHOOLS WILL WIN FUNDS FOR CAMPUS PROJECTS OR SUPPLIES

YOUTUBE.COM

For Your School
Get a Reminder

Great Schools, Clean Streams 2021

St. Georges Technical High School · April 17 at 12:45 PM

It's FREE to make the pledge for clean DE streams. The top school has 149 right now, and I know our Hawks can beat that!

[https://www.greatschoolscleanstreams.org/...](https://www.greatschoolscleanstreams.org/)



For Your School
Get a Reminder

Great Schools, Clean Streams 2021

Posts to Social Media Groups

We posted announcements to various social media groups. Here are a few examples.

 **Avia Huisman-Tarnawski** ▶ New Castle DE Residents · April 27 at 11:14 AM · 

FREE and EASY way to Help New Castle DE Schools: The 2021 Great Schools Clean Streams Pledge Contest is OPEN! Over 8,150 residents have pledged to put their cooking grease in the trash instead of down the drain! Have you taken the pledge? When you do you assign it to your favorite New Castle DE school, and the schools with the most pledges win cash! Pledge now at www.greatschoolscleanstreams.org



Great Schools, Clean Streams 2021
Pledge between April 12th and April 30th
Nineteen schools in New Castle will win cash prizes of up to \$1,250 for school supplies and educational programs.

MOT Resale

• Private group · 49.4K members



About **Buy and Sell** Discussion Announcements

 **Avia Huisman-Tarnawski** shared a link. · April 27 at 11:13 AM · 

FREE and EASY way to Help MOT Schools: The 2021 Great Schools Clean Streams Pledge Contest is OPEN! Over 8,150 residents have pledged to put their cooking grease in the trash instead of down the drain! Have you taken the pledge? When you do you assign it to your favorite MOT school and the schools with the most pledges win cash! Pledge now at www.greatschoolscleanstreams.org



Great Schools, Clean Streams 2021

Newark, Bear and local towns in Delaware Classifieds

• Private group · 13.3K members



About **Buy and Sell** Discussion Announcements

 **Avia Huisman-Tarnawski** shared a link. · April 27 at 11:19 AM · 

FREE and EASY way to Help New Castle DE Schools: The 2021 Great Schools Clean Streams Pledge Contest is OPEN! Over 8,150 residents have pledged to put their cooking grease in the trash instead of down the drain! Have you taken the pledge? When you do you assign it to your favorite New Castle DE school, and the schools with the most pledges win cash! Pledge now at www.greatschoolscleanstreams.org



New Castle County Virtual Garage Sale

• Private group · 9.7K members



About **Buy and Sell** Discussion Topics Your Items

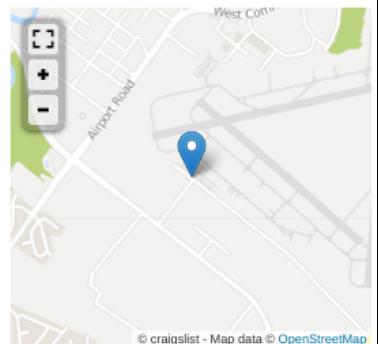
 **Avia Huisman-Tarnawski** shared a link. · April 27 at 11:28 AM · 

FREE and EASY way to Help New Castle DE Schools: The 2021 Great Schools Clean Streams Pledge Contest is OPEN! Over 8,150 residents have pledged to put their cooking grease in the trash instead of down the drain! Have you taken the pledge? When you do you assign it to your favorite New Castle DE school, and the schools with the most pledges win cash! Pledge now at www.greatschoolscleanstreams.org



Posts to Craigslist Community and Event Listings

4/16-4/29: Great Schools Clean Streams Contest (All Schools in New Castle County)



187A Old Churchmans Rd

([google map](#))

competition

free

kid friendly

venue:

www.GreatSchoolsCleanStreams.org

Do your part to stop water pollution and improve your kids' schools! Take the Great Schools, Clean Streams pledge today!

Just point your browser to www.GreatSchoolsCleanStreams.org between April 12th and April 30th and pledge to put your used cooking grease in the trash, not down the drain. Participating is easy, it takes just three minutes of your time.

The nineteen winning schools in New Castle County will get a share of the \$10,000 in prize money to pay for educational projects and classroom materials.

This project is supported by the New Castle County Department of Public Works. Working together with local schools, they hope to encourage residents to “can the grease” to protect the sewer system, reduce water pollution, and help you save money on plumbing costs.

It takes just three minutes to make a pledge that helps schools and cleans up streams.

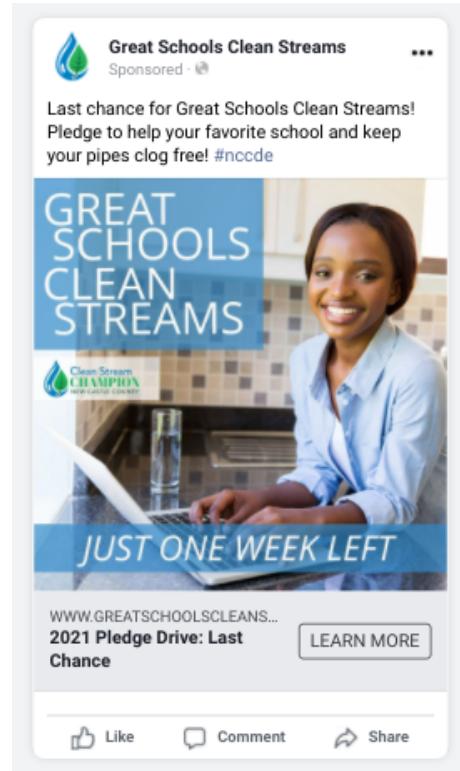
So why wait? Visit www.GreatSchoolsCleanStreams.org today.

- do NOT contact me with unsolicited services or offers

post id: 7307692141 posted: [about a month ago](#) updated: [23 days ago](#) best of [?]

Facebook Ads

We sponsored a suite of three ads, generating 75,802 impressions and 136 visits to the campaign website:



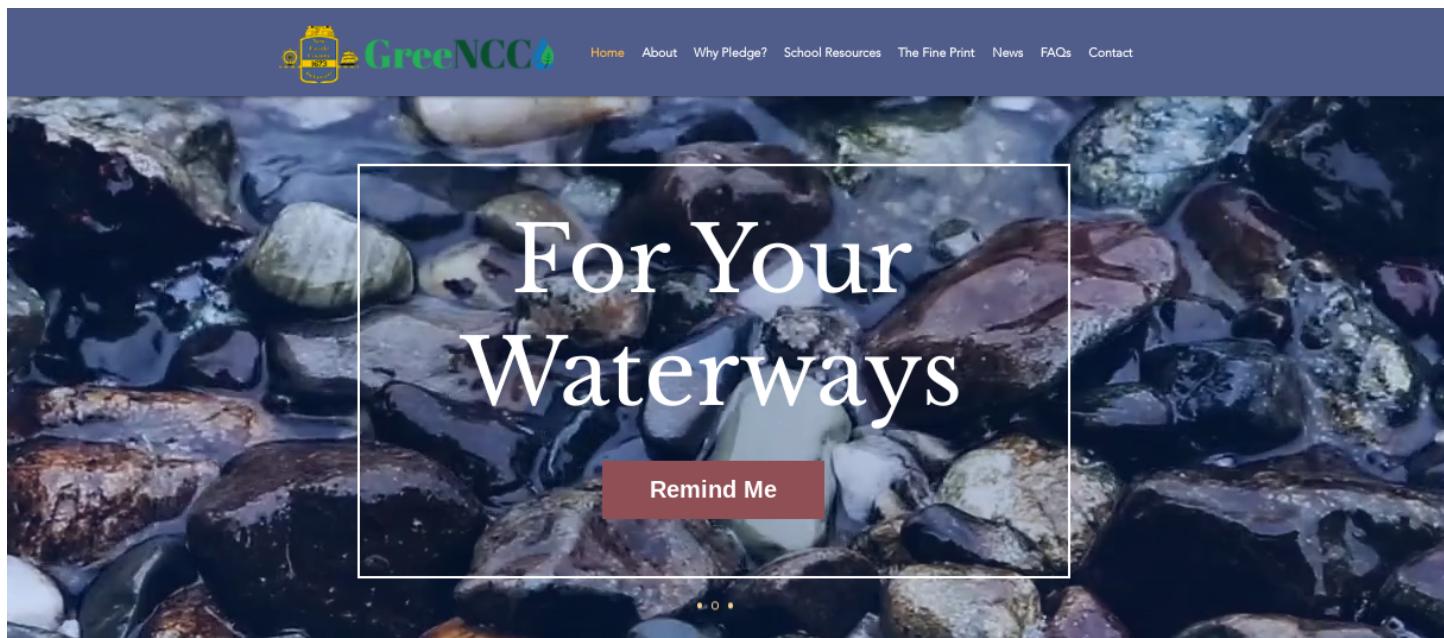
Week #1
4,749 parents reached
20,886 impressions
62 clicks

Week #2
4903 parents reached
32,249 impressions
45 clicks

Week #3
4055 parents reached
22,667 impressions
29 clicks

Conversions

Pledge drive participants “converted” by taking the pledge on the website.



For Your Waterways

Remind Me

Great Schools, Clean Streams 2021

Pledge between April 12th and April 30th

#NCCDE, #eduDE, and #GSCS2021

Nineteen schools in New Castle will win cash prizes of up to \$1,250 for school supplies and educational projects. Schools compete to collect online pledges to dispose of their used cooking oil and grease in the trash. The schools that collect the most pledges in their category will win prizes. New Castle County sponsors this contest because keeping used cooking oil out of the county sewer system helps prevent water pollution!

Pledge Data	#
Total number of pledges submitted	10,242

Cultivation

We followed up with pledge takers frequently over the course of the campaign, providing updates on where their school stood, and urging them to spread the word. We also gave pledge takers three chances to invite others to take the pledge by spreading the word on social media.

The Great Schools Clean Streams pledge drive is now open! Pledge by April 30th to help your favorite school! [View this email in your browser](#)



<24 Hours to Pledge for your favorite school

<< Test Current Total >> pledges so far -- can we get one from you by midnight?

Dear Friend of New Castle County Schools,

We'll keep this one short and sweet -- you have pledged your support for your favorite school in past [Great Schools Clean Streams](#) pledge drives, but we're still waiting for your pledge this year.

And this year's campaign is going great! More than 9,000 New Castle County residents have already taken the pledge! Parents, students, faculty, and other supporters can help their school win cash prizes of up to \$1,250 for school supplies and educational projects.

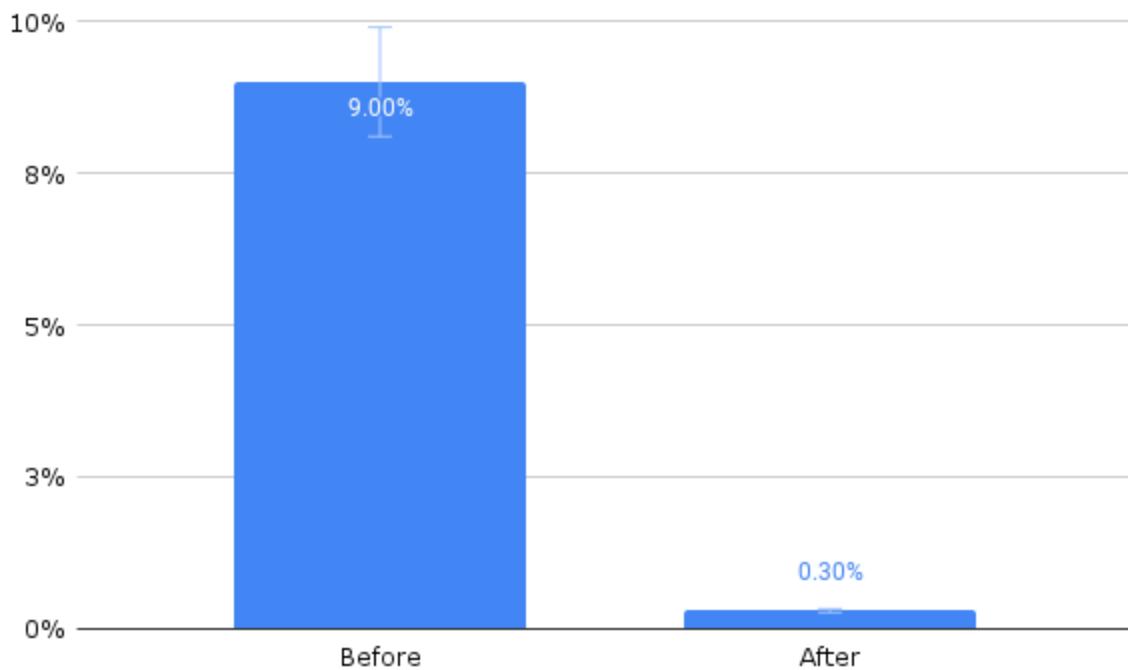
[Pledge Now](#)

If you have already pledged, thanks! **It's easy to encourage your friends, family, and neighbors to do their part, too.** Just click the icons below to spread the word about the pledge drive on social media.

[!\[\]\(a5ca2e357fec4c6a0b8dfae2bb689e5f_img.jpg\) Share](#) [!\[\]\(254527ec491c02ec03e2febd5aa342ea_img.jpg\) Tweet](#) [!\[\]\(47b8cc79b05c7855d46af8a2b26f2df4_img.jpg\) Forward](#) [!\[\]\(fb6c7ee66c536ac653301e79e63e3447_img.jpg\) Pin](#) [!\[\]\(e5c838eaa9af0cf89bcaf44608c150bc_img.jpg\) Share](#)

Big Steps

According to our followup survey results, the campaign successfully increased the rate at which participants properly dispose of their used cooking fats, oils, and grease:



They even helped spread the word:

Did you help spread the word about this campaign to others you know?

1,197 responses

