



Scripts for Promoting Winter Salt Week

CALL SCRIPT

Hello. My name is _____, and I'm a resident of _____ [insert city name or watershed organization name] and calling to see if the [city/organization] is aware of or doing anything for Winter Salt Week, which is in the last week in January.

⇒ **YES, person is aware of Winter Salt Week:**

- Ask them what they are doing, if anything, for the event. Offer to help with any events.
- If they aren't doing anything, offer to help. Ask if they'd help spread the word about Winter Salt Week presentations. Offer resources from the Low Salt, No Salt toolkit for Winter Salt Week (proclamation template, free chloride test strips order, etc.).
- Make them aware of Low Salt, No Salt Minnesota resources at low-salt-no-salt-mn.org

⇒ **NO, person is not aware of Winter Salt Week, continue below:**

I'm concerned about the growing chloride pollution problem in our lakes and streams. I think Winter Salt Week would be a great opportunity to increase awareness and encourage action in our community. More information about this free event is available online at WinterSaltWeek.org.

Winter Salt Week is sponsored by multiple agencies and organizations across the U.S. and Canada. The event consists of a series of online presentations over four days to provide expert knowledge about why we need to reduce winter salt and practical solutions for doing so. Presenters include water quality experts and winter maintenance practitioners.

The fifth and final day of Winter Salt Week offers an opportunity for local communities to host an event to help spread awareness such as a hands-on chloride testing demonstration in a local lake or stream.

Does Winter Salt Week sound of interest to you or your staff?

- ⇒ If YES, encourage them to check out the WinterSaltWeek.org website and offer to help to the degree you are comfortable with. Share items from the **resources list**.
- ⇒ If NO, thank them for their time and offer to follow up in the future.

VOICEMAIL MESSAGE

Hello. My name is _____, and I'm a resident of _____ [insert city name or watershed organization name] and calling to see if the [city/organization] is aware of or doing anything for Winter Salt Week, which is in the last week in January.



I'm concerned about the growing chloride pollution problem in our lakes and streams. I think Winter Salt Week would be a great opportunity to increase awareness and encourage action in our community. More information about this free event is available online at WinterSaltWeek.org.

Please give me a call back at _____ [phone number]. Thank you.

EMAIL SCRIPT

My name is _____, and I'm a resident of _____ [insert city name or watershed organization name] and calling to see if the [city/organization] is aware of or doing anything for Winter Salt Week, which is in the last week in January.

I'm concerned about the growing chloride pollution problem in our lakes and streams. I think Winter Salt Week would be a great opportunity to increase awareness and encourage action in our community. More information about this free event is available online at WinterSaltWeek.org.

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If the [city/organization] is planning something for Winter Salt Week, please let me know – I'd like to be involved in some way. If you think you might like to host an event during Winter Salt Week, please check out the Winter Salt Week toolkit available on [Low Salt, No Salt Minnesota](http://LowSalt.NoSaltMinnesota).

I hope you'll consider spreading the word about this event and chloride pollution prevention. The [Low Salt, No Salt Minnesota](http://LowSalt.NoSaltMinnesota) site also has all free-to-use outreach materials that local government and other organizations can use to promote reduced use of winter salt.

Thank you for your consideration. Please let me know if you'd like to discuss further.

Sincerely,

[your name]