



Growers SPLASH! campaign

Thriving communities are built by the many!

Growers are non-profits, organizations, municipalities, Chambers of Commerce and others who build local, social and green strengths through the services and supports they offer the ecosystem. **Growers** contribute to community resilience in so many ways, but often the community does not know the depth of what's being offered, if it's for them, or how to get involved.

Guide to the Good created the **Growers SPLASH!** campaign to share, celebrate and promote the strengths and services of **Growers**.

SPLASH! informs, inspires, educates, and positions the value of **Growers** to the community, with special emphasis on cross-over audience. It supplements, complements, and fortifies the **Growers'** marketing work.

Growers SPLASH includes

- Original, shareable content on the Guide to the Good platform
 - Four empowering, keyword searchable original stories and photos positioning **Grower** contributions
- Outreach & Promotion
 - Hero image and link to **Grower** Story on Guide to the Good home page (two stints of five days each, twice per annum including)
 - Live Stream or Podcast
 - Social media promo posts
 - Feature in g2g newsletter
 - Printed g2g Infographic
 - Market Segmentation
 - Campaigns Plans and Support for Two Target Audiences
- As well as the benefits of Guide to the Good ChangeMaker membership!

\$4500 per year