



Thank you for participating in the US Composting Council's 'Million Tomato Compost Campaign'! All of the material that you need to help promote your involvement is included in this Email. The ultimate success of this campaign is largely dependent on YOU; much like a typical compost sale. Good quality compost, correct site prep, specific use directions AND follow-up are all essential to your success!

PLEASE be sure to notify Al Rattie ([al.rattie@compostingcouncil.org](mailto:al.rattie@compostingcouncil.org)) with the name of the garden that you'll be donating compost to, along with how much compost is being donated. A chart on the website will be used to track this.



## Campaign Compost Donation Checklist

- 1 | Have a current STA CTDS analysis showing a 'pass' for EPA metals and pathogen testing
- 2 | Visit the garden, take 'before' photos to submit on [www.buy-compost.com](http://www.buy-compost.com) along with your 'after' photos
- 3 | Provide detailed, specific use directions on compost use (e.g., must be incorporated) and application rate
- 4 | Place million tomato logo on your website and promotional material. The 'buttons' in this kit are designed to be used on the web, and be coded to link back to [buy-compost.com](http://buy-compost.com), but you can use them any way you want!
- 5 | Distribute media kit, **with your company information added**, to all local outlets (newspaper, radio, websites, gardening, blogs, etc.)
- 6 | Promote the Million Tomato Compost Campaign in your social media channels (using the 'button' template posts if you wish)
- 7 | Follow partners on Facebook, and any other social media channels, mention them, post photos and tag them
- 8 | Maintain log of garden donations with all contact information and volume delivered
- 9 | Follow-Up: Visit the site, assure correct compost use, take 'after' photos, submit on: [www.buy-compost.com](http://www.buy-compost.com)
- 10 | Make sure that the garden tracks their number of tomatoes grown!
- 11 | Encourage the garden to post their success story on [www.buy-compost.com](http://www.buy-compost.com)