

2025 SUMMER CAMPAIGN

Summer Plan with Lawn Equipment Exchange



OBJECTIVES

Educate residents in the DC and Baltimore metropolitan area about air quality – what it is, how to measure it, and how to respond to it.

Provide residents with tips for small changes that they can make in their day-to-day lives to positively impact air quality in the DC and Baltimore metropolitan communities.

Ultimately, turn this education into action, increasing residents' positive contributions to the air quality in their communities.



STRATEGY

Present our messages in memorable ways that not only garner the attention of our target audience, but help them to connect with, remember, and implement our tips in their every day lives.

Create a storyline, visuals, and moment in time to engage news media to amplify our message.

Develop integrated approaches that leverage social media and on-the ground marketing opportunities to deliver our message to as many residents as possible, as many times as possible

Put the tools to improve local air quality directly in the hands of consumers and encourage them to share the message with their personal network.



SUMMER 2025 CAMPAIGN PLAN OUTLINE

AQAW (May)

- Kick off summer campaign
- Partner outreach, digital toolkit
- Media relations
- Announce gas-powered tool exchange/electric-tool giveaway later in the month
- Ace Hardware partnership

Late May - June

- Gas-powered tool exchange/ electric-tool giveaway
- Backyard Bubble event to drive attention and participation
- Sponsorships and partnerships to amplify efforts

August

- Ozone Action Month
- Media outreach
- Car Bubble event
- Sponsorships and partnerships to amplify efforts

Ongoing

- Partner outreach, digital toolkits
- Meteorologist outreach, media outreach
- Community engagement with partners and on owned social channels



BUILDING ON OUR 2024 SUCCESSES

EVENTS & EXCHANGES

- **7** Sponsors
- **6** Days of Exchanges across 10 Stores
- **3** Outreach Events
- **150** Electric Lawn Tool in Local Residents' Hands*
- **227** Community Members Pledged to Green their Lawn Care
- **204,721** Total Impressions
- **13,031** Total Engagements

DIGITAL EFFORT

- **14,724** Email Opens
- **19** Partners Leveraging CAP Social Content
- **24** Digital Ad Placements on Local Publications & Affiliated Social

MEDIA RELATIONS

- **16** News Stories resulting in nearly **206,800,000** Impressions
- **\$ 9,578,177** in Publicity Value*
- Coverage including CBS, WTOP, Telemundo

*Preliminary reporting through early August



TOOL EXCHANGE SUCCESS METRICS



- **24** digital ad placements on local publications and affiliated social drove signups
- **569** people expressed interest in receiving tools
- **192** on the waitlist
- **130** Total gas powered tools traded in and recycled
 - **96** Mowers
 - **15** Blowers
 - **19** Trimmers



BUILD ON SUCCESS OF PARTNERSHIP WITH A FEW COOL HARDWARE STORES

10 Partner Store Locations

- Canton Ace Hardware (Baltimore, MD)
- Fairfax Ace Hardware (Fairfax, VA)
- Federal Hill Ace Hardware (Baltimore, MD)
- Old Takoma Ace Hardware (Takoma Park, MD)
- Old Town Ace Hardware (Alexandria, VA)
- Petworth Ace Hardware (Washington, DC)
- Silver Spring Ace Hardware (Silver Spring, MD)
- Tenleytown Ace Hardware (Washington, DC)
- Waverly Ace Hardware (Baltimore, MD)
- Frager's Hardware & Garden Center (DC)

Success Metrics

- **15,602** Impressions on In-Store Posters
- **158,268** Impressions on Receipts with Exchange Messaging
- **12,110** Email opens
- **1,100** Social Media Impressions
- **777** Social Media Engagements



EXCHANGES IN ACTION

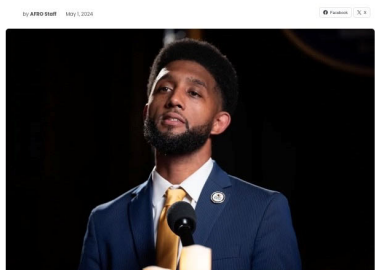




CONTINUE HYPER LOCAL ADS



2024 ELECTIONS Baltimore City Mayor Brandon Scott picks up AFRO endorsement in 2024 election



BLACK WOMAN GENIUS
February 1st through September 30th

In the Democratic primary election, the AFRO endorses Baltimore City (Brandon M. Scott) for reelection as Mayor of Baltimore City.

During his first term, his plans have led to a reduction in gun violence, an increase in funding and services to young people and a projected decrease in quality of the crimes currently plaguing the city.

Under Scott's leadership, homicides in Baltimore have decreased, with fewer than 300 homicides in 2023, the first time since 2019. His focus on the needs of his constituents has been unwavering, and he has shown a strong dedication to improving the lives of Baltimore residents.

Sign up for our Daily eblast to get coverage on Black communities from the media company who has been doing it right for over 100 years.

Scott has brought a youthful energy and a deep commitment to serving the people of Baltimore greater daily during challenging times such as the collapse of the nation's Scott Key Bridge.

This election is competitive, with former Mayor Sheila Dixon as a formidable opponent. Other Democratic contenders include former Deputy Attorney General of Maryland, Thya Virginia, and Baltimore resident Isha Wallace. However, the AFRO believes Scott deserves the opportunity to finish what he has started under his administration. The economy is growing, employment is up, and Scott offers to address the city's urgent housing program one commensurate.

Scott's work with the Greater Baltimore Committee (GBC) and Baltimoreans United in Leadership Development (BULD) has been instrumental in moving Baltimore forward.

While the AFRO endorsed former Mayor Sheila Dixon in the last election cycle, we believe that at this juncture, Scott is the best person for the job. His leadership has been effective, and he has proven his commitment to making Baltimore a better place for all its residents.

With 17 years of service to his media, Mayor Brandon Scott is eager to continue what he's begun. The AFRO joins many Baltimoreans in wanting to see the competition, and hopefully, the success of current programs led by Scott and his administration. For this reason, the AFRO endorses Brandon Scott for another term as Mayor of Baltimore City.

Get your AFRO A CARD today!
Help us Continue to tell OUR Story and join the AFRO family as a member. Members will receive exclusive benefits, and directly support the future of the AFRO. You can choose from three membership plans below.

[Subscribe to AFRO News](#)

BUSINESS TOBES FROM THE EXCHANGE



These Stocks On a Watch List for Equity to Small Business Lending

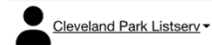
Invest in Tech to Stay Long to Leading Paycom and HR Management of Greater

Artisan AI's History After World War II & Exclusive Details



TRADE IN YOUR GAS LAWN TOOL
FOR A FREE EGO POWER+ ELECTRIC MODEL!
CLICK TO JOIN THE CLEAN AIR PARTNERS 2024 GAS LAWN TOOL EXCHANGE

Get a Free Ego Power+ Electric Lawn Tool When You Trade-In Your Gas-Powered Version



To celebrate Air Quality Awareness Week (May 6-10, 2024), Clean Air Partners is working with A Few Cool Hardware Stores to exchange DC, Maryland and Virginia residents' gas-powered lawnmowers, trimmers, and leaf blowers at select Ace Hardware locations in the region. DMV residents who turn in their gas-powered lawn tools will receive a FREE Ego Power+ replacement including batteries and chargers, while supplies last.



ABOUT ADS BLOG CONTACT DONATE FAQs NEWSLETTER PLACES

FREE ELECTRIC LAWN TOOL WHEN YOU TRADE-IN YOUR GAS-POWERED VERSION [SP]

To celebrate Air Quality Awareness Week (May 6-10, 2024), Clean Air Partners is working with A Few Cool Hardware Stores to exchange DC, Maryland, and Virginia residents' gas-powered lawnmowers, trimmers, and leaf blowers at select Ace Hardware locations in the region. Baltimore-area residents who turn in their gas-powered lawn tools will receive a FREE Ego Power+ replacement, including batteries and chargers, while supplies last.



SIGN UP HERE!

Delete Archive Report Reply Reply all Forward Zoom

Afternoon Update from ARLnow.com

Get a Free Ego Power+ Electric Lawn Tool When You Trade-In Your Gas-Powered Version
To celebrate Air Quality Awareness Week (May 6-10, 2024), Clean Air Partners is working with A Few Cool Hardware Stores to exchange DC, Maryland and Virginia residents' gas-powered lawnmowers,...



COMMUNITY POST

Get a Free Ego Power+ Electric Lawn Tool When You Trade-In Your Gas-Powered Version

By: Clean Air Partners

TRADE IN YOUR GAS LAWN TOOL FOR A FREE EGO POWER+ ELECTRIC MODEL!

JOIN THE CLEAN AIR PARTNERS 2024 GAS LAWN TOOL EXCHANGE.



Announcement

Get a Free Ego Power+ Electric Lawn Tool When You Trade-In Your Gas-Powered Version

By: Clean Air Partners

HYPER LOCAL ADS



COMMUNITY POST

Get a Free Ego Power+ Electric Lawn Tool When You Trade-In Your Gas-Powered Version

By: Clean Air Partners



THE ELECTRICAL ALLIANCE

When you join the Elect Alliance, you get to contribute to projects in the earning top employer paid

EARN TOP DOLLAR.

Benefits:
Top Pay, Full Medical/Dental, Retirement

APPLY

COMMUNITY POST

Get a Free Ego Power+ Electric Lawn Tool When You Trade-In Your Gas-Powered Version

By: Clean Air Partners



COMMUNITY POST

Get a Free Ego Power+ Electric Lawn Tool When You Trade-In Your Gas-Powered Version

By: Clean Air Partners



Petworth Area Community Calendar

If you have a free event that you'd like to share, please [use our submission form](#). If you have a ticketed event or are a business, please [contact us](#). All events must be approved by Petworth News before they are posted.

Click on an event below for details.
You can change to Agenda, Pinboard or Month view.

back [Twitter](#) [Facebook](#) [Instagram](#) [Pinterest](#) [LinkedIn](#) [Sign Up!](#)

Clean Air Partners Gas Lawn Tool Exchange for Free Ego Power+ Mowers, Blowers and Trimmers
Mon Apr 22nd - Fri May 10th
Online Event Location: [Exchange Sign Up](#) [Instructions](#)

Race: History and Rock Creek - The William Beckett Project
Wed May 1st 5:30pm - 7:00pm

Musical Bingo
Wed May 1st 7:00pm - 9:00pm

OPEN FULL CALENDAR

Once-a-week news email:

Participa en el Intercambio de Herramientas de Jardinería de Clean Air Partners 2024.

Para intercambiar tu podadora, soplador de hojas o desmalezadora de gasolina por uno eléctrico, inscríbete antes del 5/10/24.

CLEAN AIR PARTNERS | pepco | SIMECO | BUDQ

El Tiempo Latino

Resumen Comentarios

¡Cambia tu herramienta de jardinería de gasolina por un GRATIS modelo eléctrico EGO POWER+!
Para intercambiar tu podadora, soplador de hojas o desmalezadora de gasolina por uno eléctrico, inscríbete antes del 5/10/24 en <https://qrco.de/CAPExchange>. Aplican términos y condiciones. Ver menos

Sé la primera persona en comentar.

Escribe un comentario...

...amiento de jardinería de gasolina por un GRATIS modelo eléctrico EG...



- HOME
 - BUSINESS DIRECTORY
 - COUPONS, HAPPY HOURS, & SPECIALS
 - EVENTS
 - ADVERTISE
 - SUPPORT US
 - ABOUT US
- FEDERAL HILL | LOCUST POINT | PORT COVINGTON | PIGTOWN | REAL ESTATE | BUSINESS NEWS | PODCAST | MORE

COMPASS THE JEFF WASHO TEAM OF COMPASS Selling Baltimore and Beyond

Bases are Loaded with Home Opportunities. LET'S SCORE YOURS.

Compass is a licensed real estate brokerage that adheres to Equal Housing Opportunity laws. Information is compiled from sources deemed reliable but is not guaranteed. Compass is licensed in: Colorado, MD, FL, IL, IN, IA, MI, MN, MO, NY, OH, PA, VA, WI, WY. © 2024 Compass Inc.

JOIN OUR EMAIL NEWSLETTER

BROWSE DIRECTORY OF ALL BUSINESSES IN SOUTH BALTIMORE

enter search terms SEARCH

GET A FREE EGO POWER+ ELECTRIC LAWN TOOL WHEN YOU TRADE-IN YOUR GAS-POWERED VERSION

Sponsored Post | May 2, 2024 | 0 Comments

SPARKLING CHARMS DENTAL STUDIO

YOUR TRUSTED, GENTLE PEDIATRIC DENTIST IN BALTIMORE

887 E. FORT AVENUE



THANK YOU!

