

Promoting the Adopt-a-Drain Program

Updated October 4, 2022. Contact us for updates.

Promote Adopt-a-Drain and Become a Brand Steward

Thank you for becoming a partner. Please review the Marketing Guide to learn about Adopt-a-Drain's brand standards and how to use and order marketing materials.

Together, we can make a difference!

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Brand Standards

Our brand guidelines and usage requirements are evolving as the program grows. Follow these Brand Standards to help us maintain sustainable processes and a recognizable brand as this project grows nationally!

Brand Standards Help

For questions or updates about brand guidelines, please email info@adopt-a-drain.org.

About the Marketing Materials

How to Start: Use this guide to review specs, best-practices, and print vendors for each marketing product. Download standard print-ready materials via [Google Drive](#). Or, contact info@adopt-a-drain.org to customize materials.

[Getting Started](#) – standard and custom ordering info
[Marketing Materials List](#) – our complete list of materials
[Ordering & Visual Guide](#) – specs, printing, photography, standard and custom options

Brand Standards & Logo Usage

Use only designated marketing materials to promote Adopt-a-Drain to residents in your area. Marketing materials and logo assets may only be modified by Adopt-a-Drain staff.

Adopt-a-Drain Logo Use (Print): The Adopt-a-Drain logo cannot be used on printed materials not designed by Adopt-a-Drain. We encourage partners to get the word out by using [Promo Badges](#) in partner print materials, for example, a flier advertising a local clean-up initiative.

Adopt-a-Drain Logo Use (Online): The blue and brown Adopt-a-Drain logo may be placed in websites, email campaigns, and online, but cannot be used as a button or link. Customize headlines, subheads, and messaging in online content to relate the program to your area, new initiatives, or special projects. Use Promo Badges or online content to promote resident sign up with a link to your state's landing page at adopt-a-drain.org.

Promotional Badges

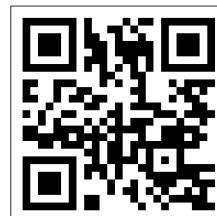
Promotional Badges contain the Adopt-a-Drain logo and standard text and are available for use in print or online initiatives. Please use headlines, subheads, and messaging along with the badge to relate the program to your local area, new initiatives, or special projects. Design and text are not customizable for Promo Badges due to space and process constraints. Find more details about Promo Badges in the **Marketing Materials List** and **Ordering & Visual Guide**.

QR Codes (Optional)

How to Start & Requirements: Some marketing materials have the option to include a QR code that links to the adopt-a-drain.org landing page for your state.

QR code options are limited to linking a single URL to your state's landing page. Data-tracking via Google Analytics will be set up by our team to show how many people access the link via QR code. Our marketing team will generate a QR code at 1" x 1" with a .125" border, the recommended minimum size for scanning for most smartphones.

Contact info@adopt-a-drain.org to add this option.



Marketing Guidelines

We offer flexible options to help you promote the Adopt-a-Drain program. Use only designated branded materials to promote Adopt-a-Drain.

See **Ordering Marketing Materials** for Standard and Custom options.

Guidelines Help

For questions or updates about marketing guidelines, please email info@adopt-a-drain.org.

Printing

Print Vendors: Many of our marketing materials have been formatted for easy online-ordering. Each product is designed and formatted to unique specifications and should only be printed by the vendors associated with the product. Each marketing product listed in this guide will indicate if it is available as Standard or Custom and whether Adopt-a-Drain staff will assist with printing or if you will be able to order online from the vendor.

Standard Marketing Materials: Download a print-ready file from our [Google Drive](#). Visit the print vendor link associated with that product and follow their upload and ordering instructions. Standard messaging is crafted for universal use and does not allow for inclusion of logos or specific waterways.

Standard content example:

Protect **waterways** and help prevent localized flooding.
Join with neighbors to protect **local waterways!**

Customized Marketing Materials: Contact info@adopt-a-drain.org for assistance in customizing design to include the name of a local waterway, partner or sponsor name, and logo (see required specs for your marketing product).

Customized content example:

Protect **Puget Sound** and help prevent localized flooding.
Join with neighbors to protect **Puget Sound!**

Partner Logos

Submitting a logo for customized materials: Logo text and image must be white to be visible on a blue background (light colors may work in some cases).

Preferred File Type: Vector EPS

**In most cases, Illustrator-created EPS files will be CMYK, high res, and vector. A PDF may work if EPS is not available.*

Proofing

Carefully proof every marketing product order.

Each of our partners is responsible for final sign-off for all content: waterways, spelling, URLs, and QR code function.

Proof Quality: Contact print vendors with any questions about the digital proof. Note that many digital proofs are for content and crop placement only. A digital proof does not necessarily reflect design quality, exact color match, or sharpness of image.

Getting Started

Read this section for instructions on how to order print-ready marketing materials with standard language or customize for your region to highlight a local waterway and/or neighborhood with option to add one logo and partner names.

Note: Due to font and software licensing, all customized materials must be prepared by the Adopt-a-Drain marketing team.

Ordering Help

For questions or updates about promoting Adopt-a-Drain, please email info@adopt-a-drain.org.

Order Standard Materials

Materials using standard language can be downloaded from our [Google Drive](#) and sent to online print vendors. A few exceptions may require assistance from Adopt-a-Drain.

Standard Language Examples:

Words highlighted in bold are standard phrases that can be used by anyone to promote Adopt-a-Drain anywhere.

- Keep **your neighborhood** clean and protect **local waterways**. Sign up today!
- A project of Hamline University.

How to Order Standard or Custom Materials:

1. Find available marketing materials and printing specs in the **Marketing Materials List**.
2. Browse photo options for standard or custom materials, as well as customization guidelines for custom materials in the **Ordering & Visual Guide**.

Order Standard: Download standard print-ready marketing materials via [Google Drive](#). Place your order online at the designated print vendor listed in the **Marketing Materials List** for each marketing piece.

Order Custom: Contact info@adopt-a-drain.org

Order Custom Materials

Marketing materials can be customized to highlight a specific waterway in your area with option to add one logo. *Due to licensing, all custom materials must be prepared by Adopt-a-Drain staff. Customized files will be sent to partners to complete the order process with the vendor specified. There may be a small fee for this service.*

How Our Custom Messaging Works:

Words highlighted in blue can be customized to highlight a waterway, neighborhood, and/or partner names.

- Keep **Highland Park** neighborhood clean and protect **the Mississippi River**. Sign up today!
- Sponsored by Hamline University, **the City of Saint Paul**, and **the Capitol Region Watershed District**.

Additional custom changes will be considered on a case by case basis, so long as requests do not significantly alter image aspect ratio, word count, or structure of the design.

Logo Specifications:

Option to include one logo to the right of the Adopt-a-Drain logo on the back of any available marketing piece.

Color: White or light color logo (must be visible on blue)

File type: High res, vector EPS* (w/ transparent background)

Color Mode: CMYK

**In most cases, Illustrator-created EPS files will be CMYK, high res, and vector. In some cases, a PDF may work if it can be converted to a vector EPS.*

Marketing Materials List

Marketing materials can be used selectively for direct mail, events, resident promotion, and more. They are organized by suggested use but most can be used in multiple ways. Use your imagination!

Note: Specs are provided in case it is useful for proofing or vendor communication, but don't sweat it – the level of information provided may not be needed.

Marketing Materials Help

For questions or updates about marketing guidelines, please email info@adopt-a-drain.org.

Direct Promotion

Utility Insert or Handout

[Pages 8-10](#)

Print options: Standard or Custom
Printed size: 3.74" x 8.27"

Direct Mail

[Page 11-13](#)

Print options: Standard or Custom
Printed size: 6.125" x 11"

Door Hanger

[Pages 14-16](#)

Print options: Standard or Custom
Printed size: 4.5" x 11"

Partner Initiatives

Promo Badges

[Pages 25](#)

Print options: Standard only
Use: For inclusion in your own print initiative
Printed size: 10" x 2" (horizontal) or 3" x 4" (vertical)

Online options: Standard only
Use: For website, email, and online use
Online size: 2000 x 400 px (horiz) or 800 x 900 px (vert)

Events & Handouts

Postcard

[Pages 17-19](#)

Print options: Standard or Custom
Printed size: 4" x 6" (Not a direct mail piece)

Poster

[Pages 20-22](#)

Print options: Standard or Custom
Printed size: 11" x 17"

Pull-Up Banner

[Page 23](#)

Print options: Custom Only
Printed size: 33" x 84.25"

Marketing Materials List

Select and order marketing materials to use selectively for direct mail, events, resident promotion, and more. Materials are organized by suggested use but most can be used in multiple ways. Use your imagination!

Note: Specs are provided in case it is useful for proofing or vendor communication, but don't sweat it – the level of information provided may not be needed.

Marketing Materials Help

For questions or updates about marketing guidelines, please email info@adopt-a-drain.org.

Advertising

Print Ad

[Page 24](#)

Print options: Custom only
Printed size: Varies by publication

Billboard

[Page 24](#)

Print options: Custom only
Size: Varies

Resident Recognition & Promotion

Stickers

[Pages 26-27](#)

Print options: Standard or Custom
Printed sizes: 2" x 1" (vertical), 6" x 6" (square),
3" x 3.25" (vertical), 3" x 3" (circle)

Temporary Tattoo

[Pages 28](#)

Print options: Standard
Printed size: 2" x 3" (vertical)

Water Bottle

[Page 28](#)

Tote

[Pages 28](#)

Patch Hat

[Pages 28](#)

Education

Reporting Trifold

[Pages 33-34](#)

Print options: Custom only
Printed size: 8.5" x 14" folded

Utility Insert or Handout with Translated Language

[Pages 35-36](#)

Print options: Custom only
Printed size: 3.74" x 8.27"
Current language options: Somali, Hmong, and Spanish

*Contact info@adopt-a-drain.org if you'd like to hire us to design a Door Hanger, Postcard, or Direct Mail piece in one of our available translated languages. We can also work with you to create these pieces in additional languages.

Ordering & Visual Guide

This section gives detailed information on current marketing materials, including photography options available for each piece and how materials can be customized to represent your area. Standard and Custom order options will be shown when available.

Marketing Materials Help

For questions about Marketing Materials customization or available photography, please email info@adopt-a-drain.org.

Photography Options

We occasionally add photographs featuring residents as models to our image library. Contact info@adopt-a-drain.org for updates.

Marketing Materials in the **Ordering & Visual Guide** display photography currently offered. Our marketing team has selected images that work best within the dimensions of each piece.

Customizing photography to fit within the templates requires professional assistance to meet specific image standards and aspect ratios. See our Photography Guidelines if you'd like to hire a photographer to take photos in your area.

Additional Ordering Help

[Getting Started](#) – standard and custom ordering info
[Marketing Materials List](#) – our complete list of materials
[Ordering & Visual Guide](#) – specs, printing, photography, standard and custom options

Ordering & Visual Guide

Not planning to hire a photographer or purchase stock photography to customize marketing materials? Skip this page.

Custom Photography Guidelines

Use this guide for tips on art direction and planning for photo shoots or selecting and purchasing your own stock images. Custom photography options are only available for use with custom marketing materials.

Image sizes listed for each marketing piece include bleed. In most cases, images will be cropped .125 to .25 inches. Plan to leave extra room in the images for bleed.

Photo sizes and approximate orientation for custom marketing materials are smaller than actual size. Some size variation occurs in images for QR code templates.

Square

Horizontal Long

Horizontal Short

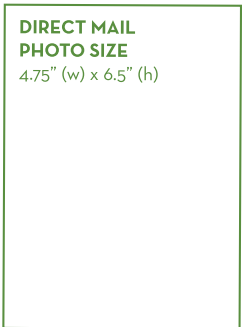
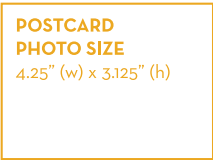
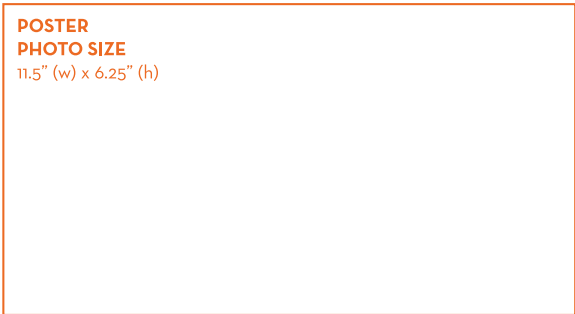
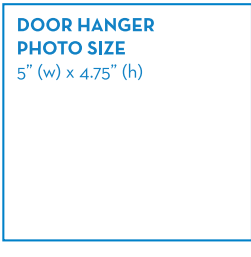
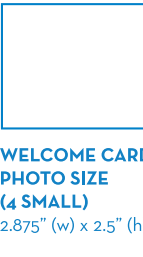
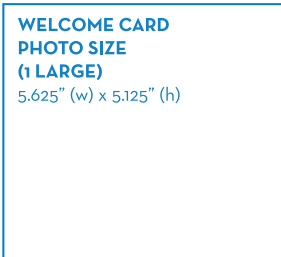
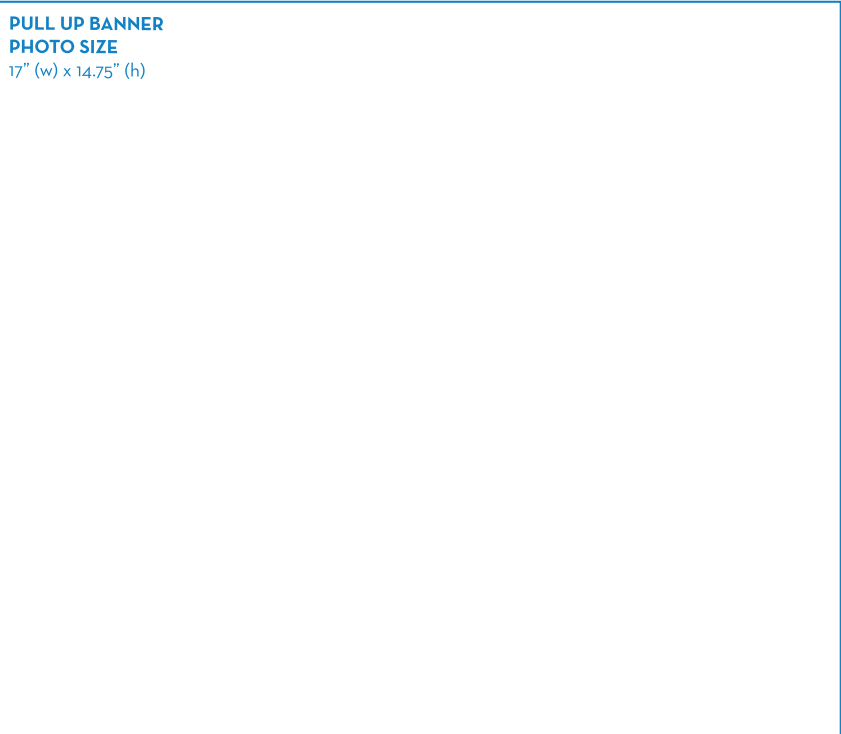
Vertical Tall

Vertical Short

Tips for Successful Photography:

Allow some space around the subjects for cropping options for vertical, horizontal, or square layout orientations.

People should be smiling, wearing gloves, using tools, and modeling safety best practices as outlined on the website. Watch that photos are not “blown out” with too much sunlight, shadow, or high contrast.



Ordering & Visual Guide – Utility Insert & Handout

Standard example at actual size

Sign up to
**Adopt a
Storm Drain!**



Keep your neighborhood clean
and protect local waterways.

Sign up today!

Join with neighbors to
protect local waterways!



Sign up online. Individuals, community organizations and businesses can participate. Visit adopt-a-drain.org to adopt a storm drain in your neighborhood.



Keep your storm drain clear. Use a broom or rake to sweep leaves, trash and other debris off the drain surface year round.



Track your impact. Enter the estimated total of debris you collect into your online account so we can track results.



Lead by example. Let others know about your commitment. Tell them how they can help prevent water pollution.

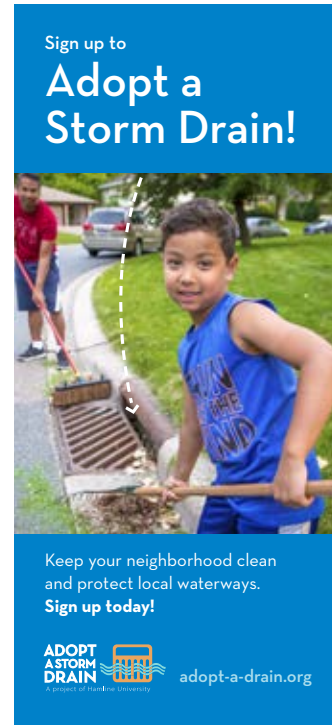
Sweep up! Rake up! Pick up!

Ordering & Visual Guide – Utility Insert & Handout (Standard)

Standard Front
Photo option A



Standard Front
Photo option B



Standard Front
Photo option C



Standard Front
Photo option D



Standard Back
Pairs with all front options



Order Instructions

ORDER STANDARD
Great for direct promotion

Visit our [Google Drive](#) to locate this piece and download the print-ready file which includes available photo options. Order online from the designated vendor by uploading the entire PDF and selecting the option you want to use.

Order online:
vistaprint.com/marketing-materials/rack-cards

Print vendor:
VistaPrint

Product name:
Rack Card

SPECS

Printed size:
3.74" x 8.27"
Document size:
3.86" x 8.39"
Bleed:
.12"
Export file:
PDF, CMYK, 300 PPI

Ordering & Visual Guide – Utility Insert & Handout (Custom)

Custom Front
Message-focused option



Custom Front
QR code option



Custom Back
Pairs with all front options



← See Standard page for image options available for this marketing piece

← Customize to replace "local waterways" with the name of a specific waterway

← QR code option
(Link to your state's Adopt-a-Drain home page. See Brand Standards for QR code requirements.)

← Customize to replace "local waterways" with a neighborhood name

← Option to add one logo

← Option to add partner name

Order Instructions

ORDER CUSTOM

Great for direct promotion

Contact our team at info@adopt-a-drain.org to customize this piece. Our team will deliver a PDF for you to review spelling and content. After proof approval, we will place the order online from the designated vendor and ship it to you.

Print vendor:
VistaPrint

Product name:
Rack Card

SPECS

Printed size:

3.74" x 8.27"

Document size:

3.86" x 8.39"

Bleed:

.12"

Export file:

PDF, CMYK, 300 PPI

Ordering & Visual Guide – Direct Mail

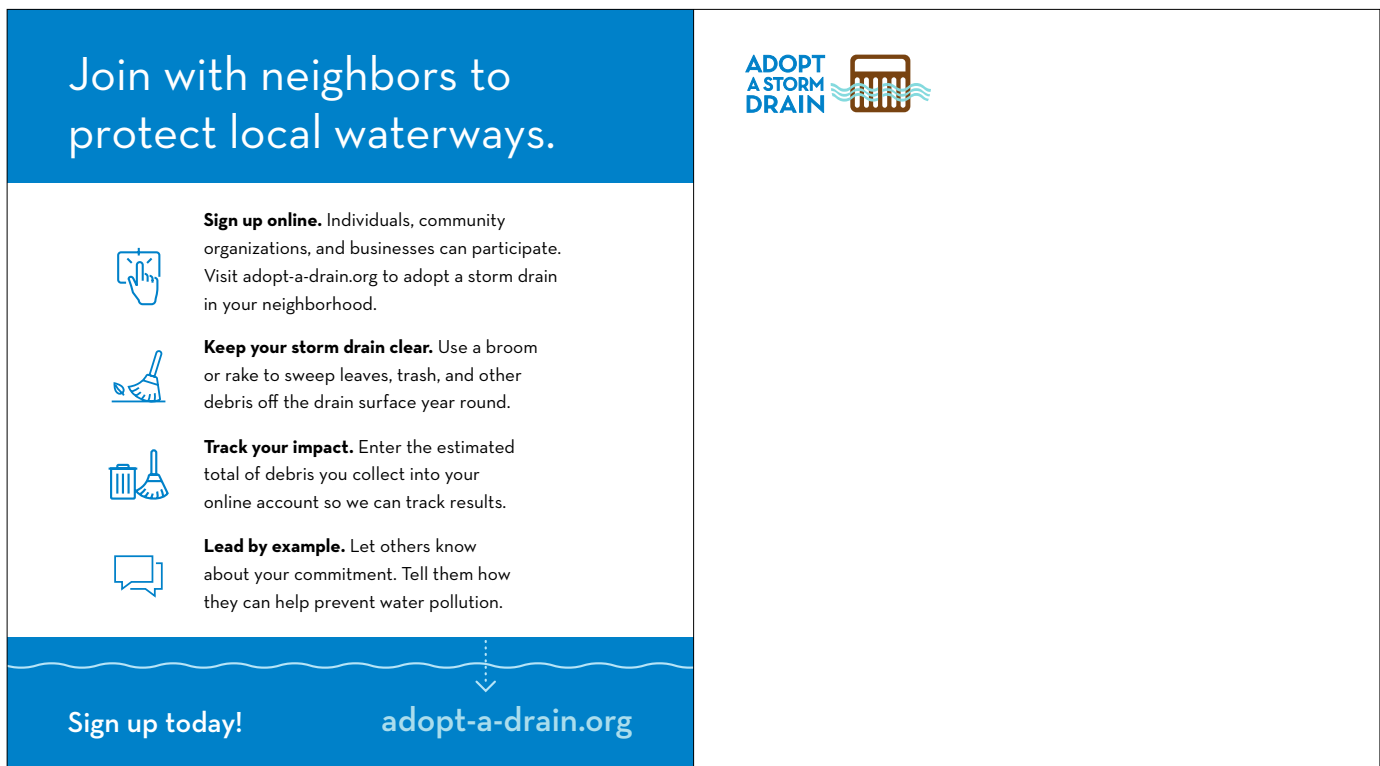
Standard example at approximately 65% actual size




Adopt a Storm Drain!





Keep your neighborhood clean and protect local waterways. **Sign up today!**

ADOPT A STORM DRAIN  adopt-a-drain.org



Join with neighbors to protect local waterways.

ADOPT A STORM DRAIN 

-  **Sign up online.** Individuals, community organizations, and businesses can participate. Visit adopt-a-drain.org to adopt a storm drain in your neighborhood.
-  **Keep your storm drain clear.** Use a broom or rake to sweep leaves, trash, and other debris off the drain surface year round.
-  **Track your impact.** Enter the estimated total of debris you collect into your online account so we can track results.
-  **Lead by example.** Let others know about your commitment. Tell them how they can help prevent water pollution.

Sign up today! adopt-a-drain.org

Ordering & Visual Guide – Direct Mail (Standard)

Standard example at approximately 40% actual size

Standard Front

Photo option A



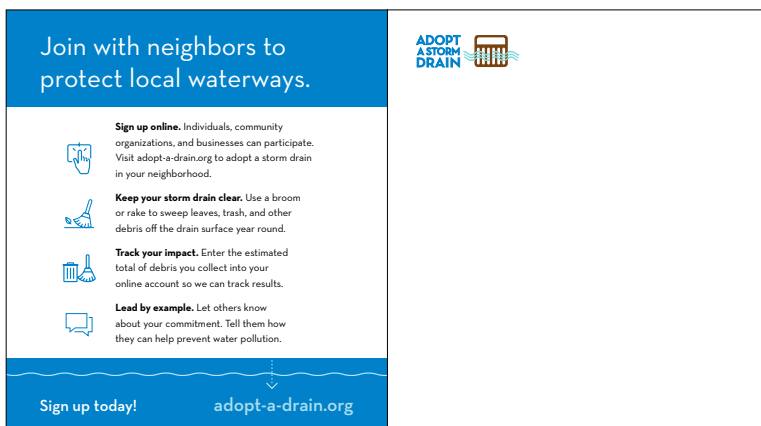
Standard Front

Photo option B



Standard Back

Pairs with all front options



↓ **Add partner name and your return address***
(ask your printer to add)

← **Add your indicia***
(ask your printer to add)

← **Add recipient addresses***
(ask your printer to add)

Order Instructions

ORDER STANDARD

Great for direct promotion

***Postal Requirement**

Visit our [Google Drive](#) to locate this piece and download the print-ready file to deliver to the print vendor of your choice.

Order from your printer:
Order from your local printer or use our printer of choice in Minnesota.

Our local print vendor:
Impressive Print (MN)
ImpressivePrint.com

Product name:
Direct Mail

SPECS

Printed size:

6.125" x 11"

Document size:

6.25" x 11.125"

Bleed:

.125"

Export File:

PDF, CMYK, 300 PPI

Ordering & Visual Guide – Direct Mail (Custom)

Standard example at approximately 40% actual size

Custom Front



← **Customize to replace "your neighborhood" with a neighborhood name and replace "local waterways" with the name of a specific waterway**

← **See Standard page for image options available for this marketing piece**

Order Instructions

ORDER CUSTOM

Great for direct promotion
***Postal Requirement**

Contact our team at info@adopt-a-drain.org

to customize this piece. Our team will deliver a PDF for you to review spelling and content. After proof approval, order from your local printer or use our printer of choice.

Our local print vendor:
Impressive Print (MN)
ImpressivePrint.com

Product name:
Direct Mail

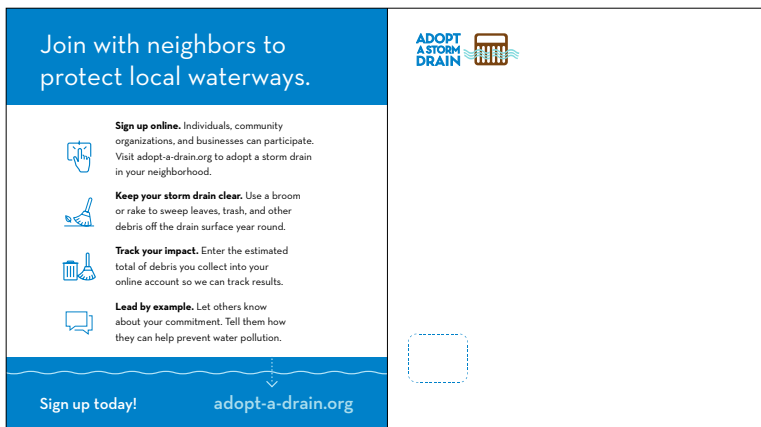
SPECS

Printed size:
6.125" x 11"
Document size:
6.25" x 11.125"
Bleed:
.125"
Export File:
PDF, CMYK, 300 PPI

Custom Back

Message-focused option

↓ **Add your return address***
(ask your printer to add)



← **Add your indicia***
(ask your printer to add)

← **Add recipient addresses***
(ask your printer to add)

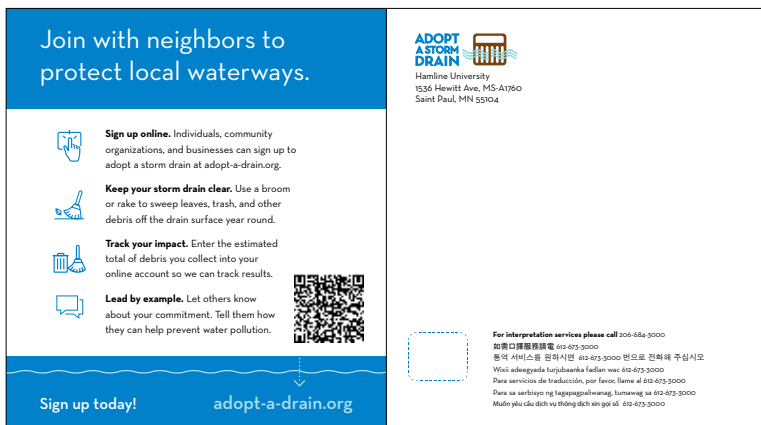
← **Option to add one logo**

← **Option to add translation language**
(provide to Adopt-a-Drain if translation service by phone is available in your area)

Custom Back

QR code option

↓ **Add your return address***
(ask your printer to add)



← **Add your indicia***
(ask your printer to add)

← **Add recipient addresses***
(ask your printer to add)

← **Option to add one logo**

← **Option to add translation language**
(provide to Adopt-a-Drain if translation service by phone is available in your area)

↑ **Option to add QR code**
(Link to your state's Adopt-a-Drain home page. See Brand Standards for QR code requirements.)

Ordering & Visual Guide – Door Hanger

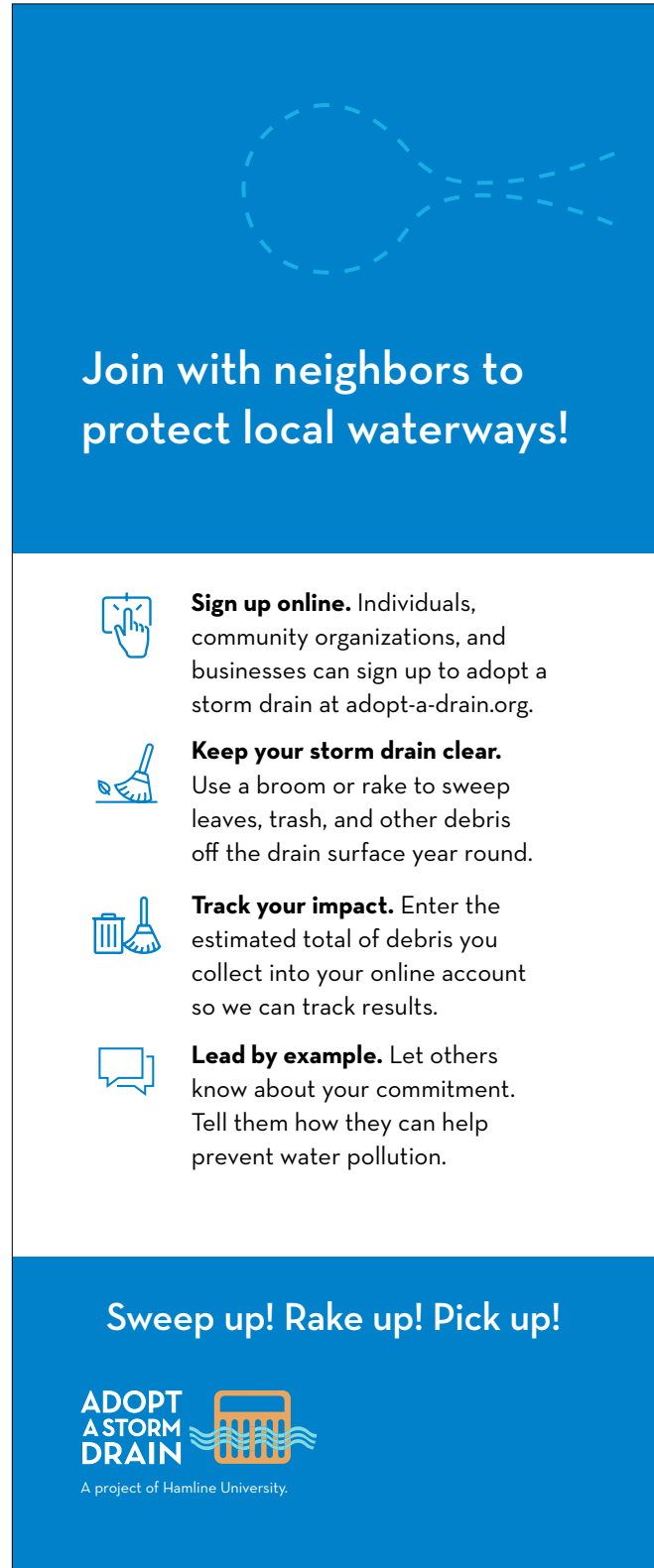
Standard example at approximately 75% actual size







Sign up to
Adopt a Storm Drain!

Keep your neighborhood clean and protect local waterways.
Sign up today!


ADOPT A STORM DRAIN  adopt-a-drain.org



Join with neighbors to protect local waterways!

-  **Sign up online.** Individuals, community organizations, and businesses can sign up to adopt a storm drain at adopt-a-drain.org.
-  **Keep your storm drain clear.** Use a broom or rake to sweep leaves, trash, and other debris off the drain surface year round.
-  **Track your impact.** Enter the estimated total of debris you collect into your online account so we can track results.
-  **Lead by example.** Let others know about your commitment. Tell them how they can help prevent water pollution.

Sweep up! Rake up! Pick up!

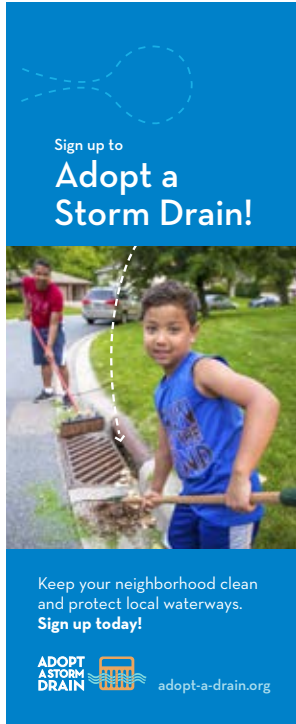
ADOPT A STORM DRAIN 
A project of Hamline University.

Ordering & Visual Guide – Door Hanger (Standard)

Standard Front
Photo option A



Standard Front
Photo option B



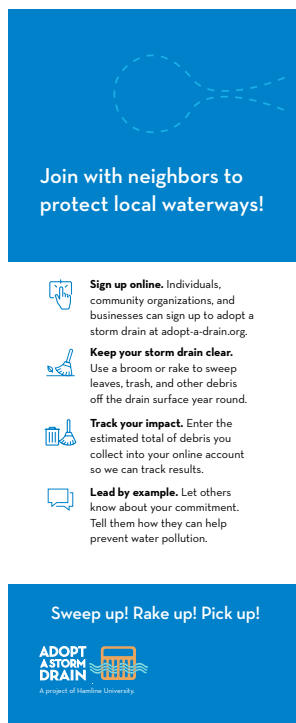
Standard Front
Photo option C



Standard Front
Photo option D



Standard Back
Pairs with all front options



Order Instructions

ORDER STANDARD
Great for direct promotion

Visit our [Google Drive](#) to locate this piece and download the print-ready file which includes available photo options. Order online from the designated vendor by uploading the entire PDF and selecting the option you want to use.

Order online:
vistaprint.com/marketing-materials/door-hangers

Print vendor:
VistaPrint

Product name:
Door Hanger

SPECS

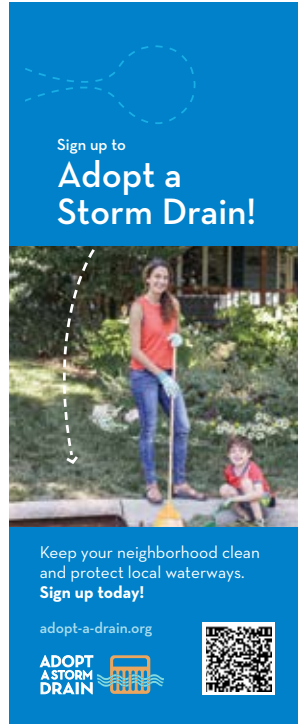
Printed size:
4.5" x 11"
Document size:
4.74" x 11.24"
Bleed:
.24"
Export file:
PDF, CMYK, 300 PPI

Ordering & Visual Guide – Door Hanger (Custom)

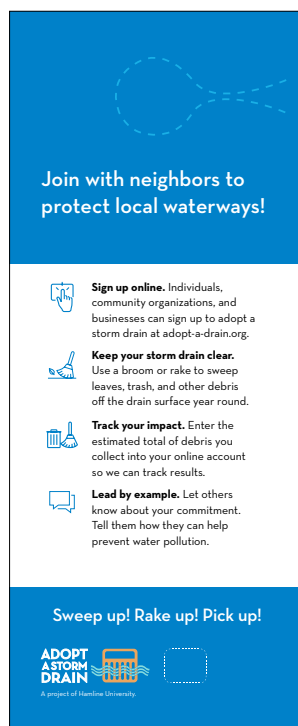
Custom Front
Message-focused option



Custom Front
QR code option



Custom Back
Pairs with all front options



← See Standard page for image options available for this marketing piece

← Customize "local waterways" with the name of a specific waterway

← Option to add QR code (Link to your state's Adopt-a-Drain home page. See Brand Standards for QR code requirements.)

← Customize to replace "local waterways" with a neighborhood name

← Option to add one logo

← Option to add partner name

Order Instructions

ORDER CUSTOM
Great for direct promotion

Contact our team at info@adopt-a-drain.org to customize this piece. Our team will deliver a PDF for you to review spelling and content. After proof approval, we will place the order online from the designated vendor and ship it to you.

Print vendor:
VistaPrint

Product name:
Door Hanger

SPECS

Printed size:
4.5" x 11"
Document size:
4.74" x 11.24"
Bleed:
.24"
Export file:
PDF, CMYK, 300 PPI

Ordering & Visual Guide – Postcard

Standard example at actual size

Sign up to
Adopt a Storm Drain!



Keep your neighborhood clean and protect local waterways. **Sign up today!**



adopt-a-drain.org

Join with neighbors to
protect local waterways!



Sign up online. Individuals, community organizations, and businesses can sign up to adopt a storm drain at adopt-a-drain.org.



Keep your storm drain clear. Use a broom or rake to sweep leaves, trash, and other debris off the drain surface year round.



Track your impact. Enter the estimated total of debris you collect into your online account so we can track results.



Lead by example. Let others know about your commitment. Tell them how they can help prevent water pollution.

Sweep up! Rake up! Pick up!



A project of Hamline University.

Ordering & Visual Guide – Postcard (Standard)

Standard Front

Photo option A



Standard Front

Photo option B



Standard Front

Photo option C



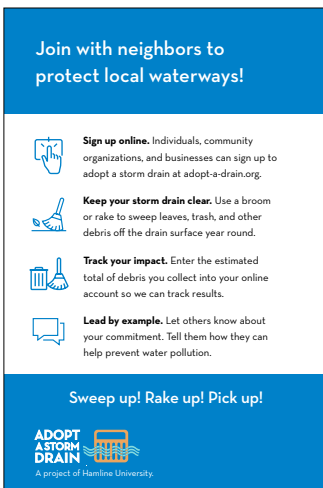
Standard Front

Photo option D



Standard Back

Pairs with all front options



Order Instructions

ORDER STANDARD

*Great for events + handouts
Not a direct mail piece

Visit our [Google Drive](#) to locate this piece and download the print-ready file which includes available photo options. Order online from the designated vendor by uploading the entire PDF and selecting the option you want to use.

Order online:

vistaprint.com/marketing-materials/postcards

Print vendor:

VistaPrint

Product name:

Postcard

SPECS

Printed size:

4" x 6"

Document size:

4.12" x 6.12"

Bleed:

.12"

Export file:

PDF, CMYK, 300 PPI

Ordering & Visual Guide – Postcard (Custom)

Custom Front

Message-focused option



Custom Front

QR code option



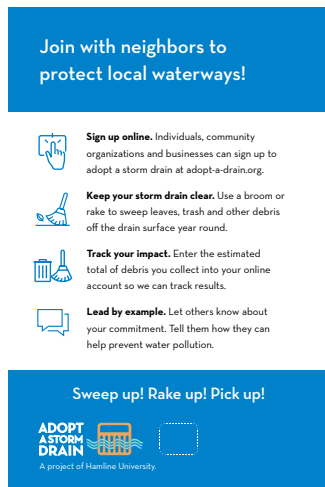
← Image options are limited for this marketing piece when using the QR code due to impact on design

← Customize to replace "local waterways" with the name of a specific waterway

← Option to add QR code (Link to your state's Adopt-a-Drain home page. See Brand Standards for QR code requirements.)

Custom Back

Pairs with all front options



← Customize to replace "local waterways" with a neighborhood name

← Option to add one logo

← Option to add partner name

Order Instructions

ORDER CUSTOM

Great for events + handouts
*Not a direct mail piece

Contact our team at info@adopt-a-drain.org to customize this piece. Our team will deliver a PDF for you to review spelling and content. After proof approval, we will place the order online from the designated vendor and ship it to you.

Print vendor:
VistaPrint

Product name:
Postcard

SPECS

Printed size:

4" x 6"

Document size:

4.12" x 6.12"

Bleed:

.12"

Export file:

PDF, CMYK, 300 PPI

Ordering & Visual Guide – Poster

Standard example at approximately 50% actual size

Adopt a Storm Drain!

Keep your neighborhood clean and protect local waterways.



Sweep up! Rake up! Pick up!

Sign up to adopt a drain



Keep your drain clear



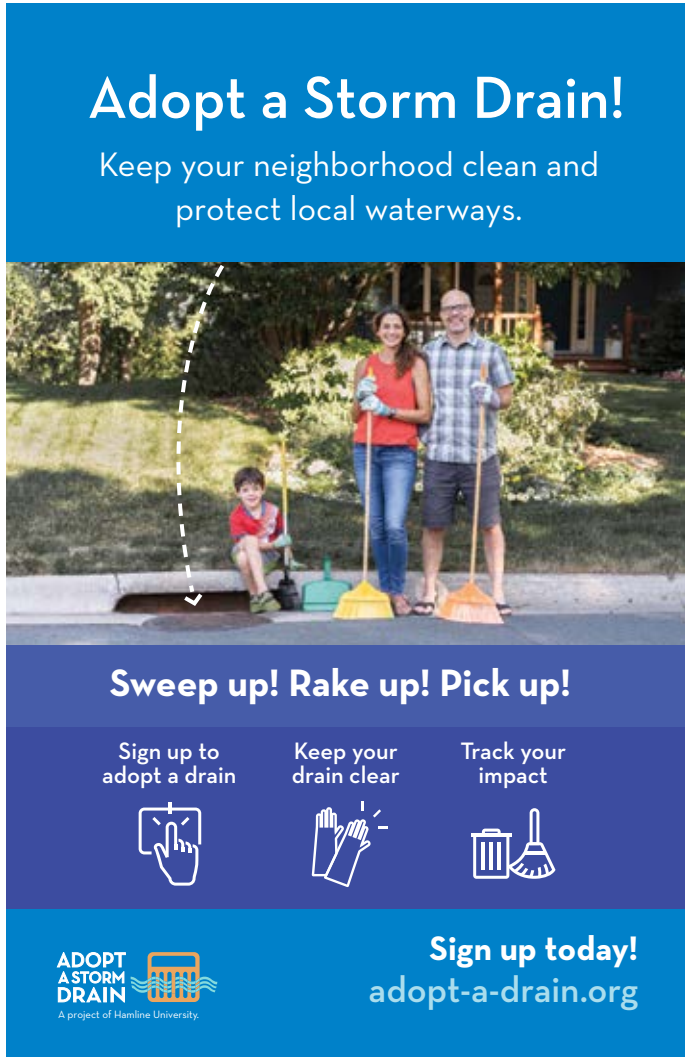
Track your impact



Ordering & Visual Guide – Poster (Standard)

Standard Front

Photo option A



Order Instructions

ORDER STANDARD

Great for events + handouts

Visit our [Google Drive](https://drive.google.com) to locate this piece and download the print-ready file which includes available photo options. Order online from the designated vendor by uploading the entire PDF and selecting the option you want to use.

Order online:

vistaprint.com/signs-posters/posters

Print vendor:

VistaPrint

Product name:

Poster

SPECS

Printed size:

11" x 17"

Document size:

11.5" x 17.5"

Bleed:

.25"

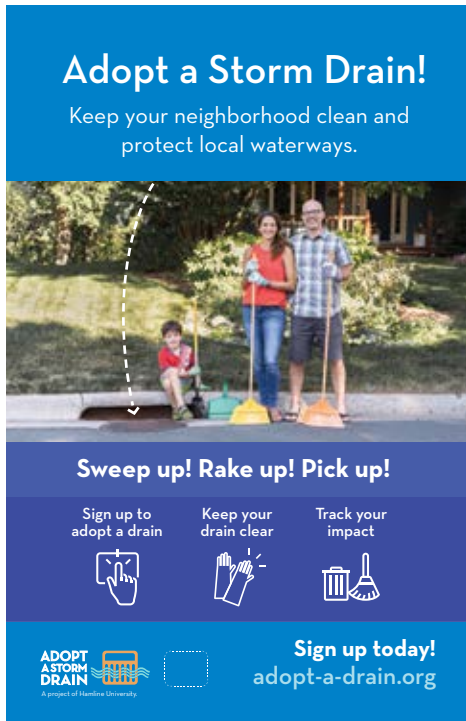
Export file:

PDF, CMYK, 300 PPI

Ordering & Visual Guide – Poster (Custom)

Custom Front

Message-focused option



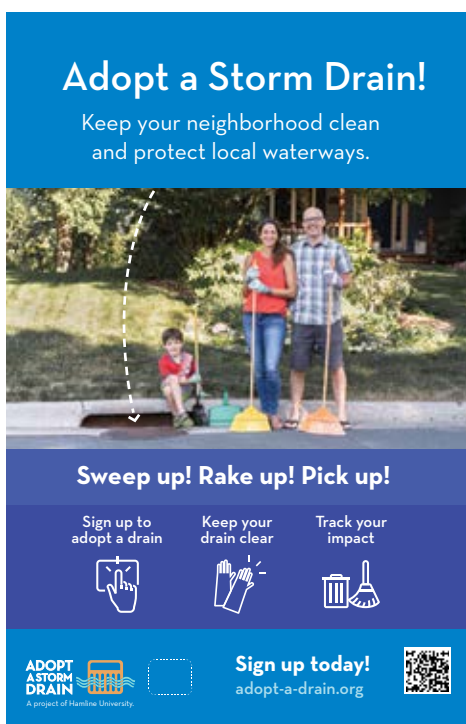
← **Customize to replace "local waterways" with the name of a specific waterway**

← **Option to add one logo**

← **Option to add partner name**

Custom Front

QR code option



← **Customize to replace "local waterways" with the name of a specific waterway**

↙ **Option to add QR code**
(Link to your state's Adopt-a-Drain home page. See Brand Standards for QR code requirements.)

← **Option to add one logo**

← **Option to add partner name**

Order Instructions

ORDER CUSTOM

Great for events + handouts

Contact our team at info@adopt-a-drain.org to customize this piece. Our team will deliver a PDF for you to review spelling and content. After proof approval, we will place the order online from the designated vendor and ship it to you.

Print vendor:

VistaPrint

Product name:

Poster

SPECS

Printed size:

11" x 17"

Document size:

11.5" x 17.5"

Bleed:

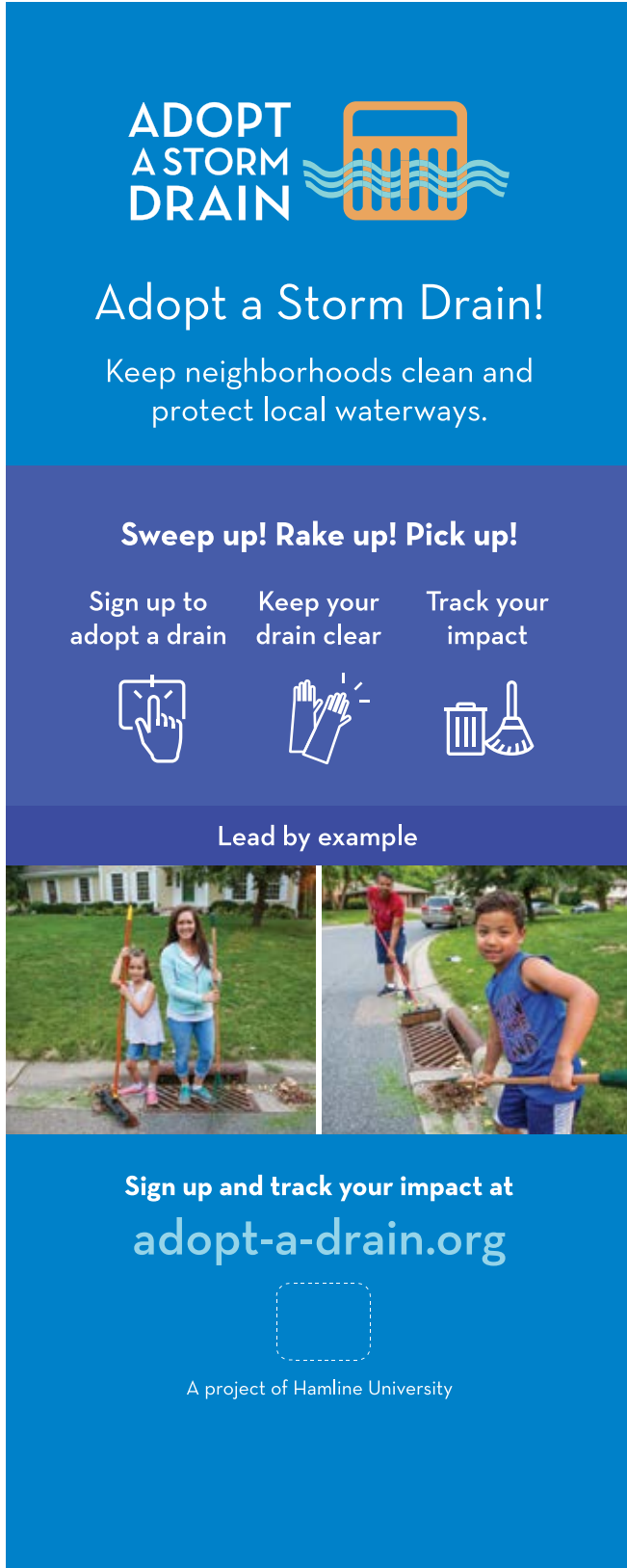
.25"

Export file:

PDF, CMYK, 300 PPI

Ordering & Visual Guide – Pull-Up Banner (Custom Only)

Smaller than actual size



← **Customize to replace "local waterways" with the name of a specific waterway**

← **Option to add one logo OR QR code**
(QR code: link to your state's Adopt-a-Drain home page. See Brand Standards for QR code requirements.)

← **Option to add partner name**

Order Instructions

ORDER CUSTOM

*Great for events
Comes with a dark gray retractable banner stand*

Contact our team at info@adopt-a-drain.org to customize this piece. Our team will deliver a PDF for you to review spelling and content. After proof approval, we will place the order online from the designated vendor and ship it to you.

Print vendor:
Imagine Twin Cities

Product name:
Pull-Up Banner

SPECS

Printed size:
33" x 84.25"
Document size:
33.5" x 84.75"
Bleed: .5"
Visual area: 33" x 78.25"
Clear space: .375" (top), .25 (sides), 6.125 (bottom)
Other: Convert to outlines; Do not embed images
Export file:
PDF, CMYK, 150 PPI

Ordering & Visual Guide – Print Ad (Custom Only)

Example at actual size (business card dimensions)



← **Option to add partner names**

Order Instructions

ORDER CUSTOM
Great for advertising

Contact our team at info@adopt-a-drain.org to customize either piece with ad dimensions or billboard specs and to learn about partner logo and photography options for the billboard. Our team will deliver a PDF for you to review spelling and content. After proof approval, you can place the order with your vendor.

Product names:
Print Ad or Billboard

Vendor and specs:
Varies

Ordering & Visual Guide – Billboard (Custom Only)

Smaller than actual size



↑ **Option to add one logo**

Ordering & Visual Guide – Promotional Badges

Standard examples, size varies

Print

Add to your own print initiatives

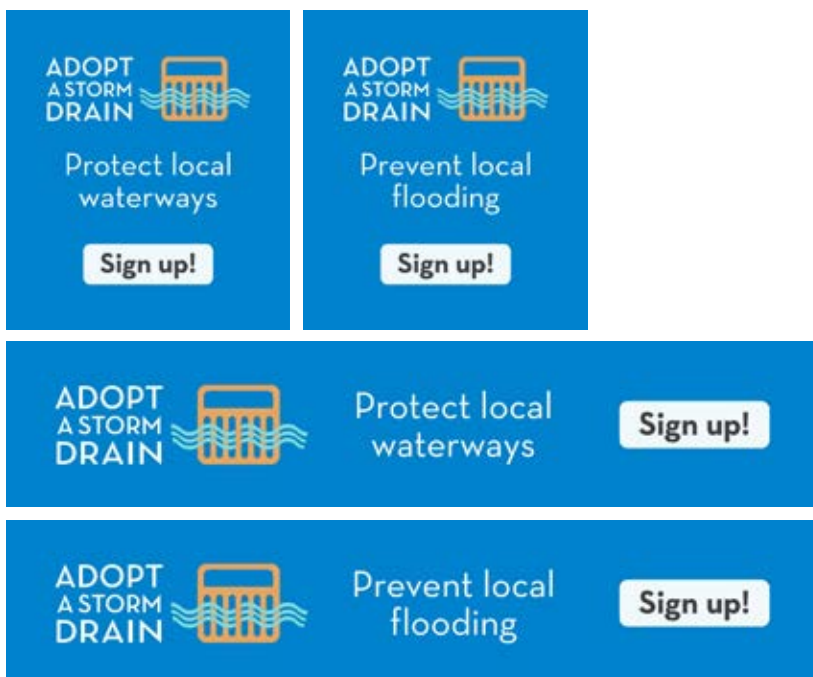


Print promotional badge examples:

- Vertical badge: "ADOPT A STORM DRAIN" logo, "Protect local waterways", "Sign up! adopt-a-drain.org"
- Vertical badge: "ADOPT A STORM DRAIN" logo, "Prevent local flooding", "Sign up! adopt-a-drain.org"
- Horizontal badge: "ADOPT A STORM DRAIN" logo, "Protect local waterways", "Sign up! adopt-a-drain.org"
- Horizontal badge: "ADOPT A STORM DRAIN" logo, "Prevent local flooding", "Sign up! adopt-a-drain.org"

Web

Link to your state's Adopt-a-Drain home page



Web promotional badge examples:

- Vertical badge: "ADOPT A STORM DRAIN" logo, "Protect local waterways", "Sign up!" button
- Vertical badge: "ADOPT A STORM DRAIN" logo, "Prevent local flooding", "Sign up!" button
- Horizontal badge: "ADOPT A STORM DRAIN" logo, "Protect local waterways", "Sign up!" button
- Horizontal badge: "ADOPT A STORM DRAIN" logo, "Prevent local flooding", "Sign up!" button

Order Instructions

ORDER STANDARD

Great for partner initiatives

Visit our [Google Drive](#) to locate these pieces and download files.

Product name:
Promo Badges

PRINT SPECS

Use: For inclusion in your own print initiative at the print vendor of your choice

Printed size options:

10" x 2" or smaller
3" x 4" or smaller

Export file:

PDF, CMYK, 300 PPI

ONLINE SPECS

Use: For website, email, and online use

Online size options:

2000 x 400 px or smaller
800 x 900 px or smaller

Export file:

JPG, RGB, 72 PPI

Link to:

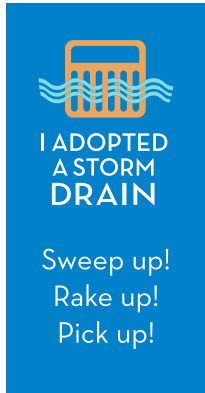
adopt-a-drain.org or your state's landing page

Ordering & Visual Guide – Stickers

Standard examples at actual size

2" x 1" Standard

Use suggestion: place on tool handles



ORDER CUSTOM 6" x 6" STICKER

Great for resident recognition or promotion

***Customization must use preexisting Yard Sign design**

Contact our team at info@adopt-a-drain.org to customize the 6" x 6" sticker with an image that matches your yard sign. Our team will deliver a PDF for you to review spelling and content. After proof approval, we will place your order online from the designated vendor and ship it to you.

↓ **Customize illustration to match your yard sign**

6" x 6" Standard or Custom

Use suggestion: place on buckets



Order Instructions

ORDER STANDARD

Great for resident recognition or promotion

Visit our [Google Drive](#) to locate these print-ready piece and download files. Order online from the designated vendor.

Order online:

stickergiant.com/matte-labels

Print vendor:

Sticker Giant

Product names:

2" x 1" Sticker

6" x 6" Sticker

SPECS

Print type:

Matte (satin finish) sticker

Printed size options:

2" x 1" (vertical)

6" x 6" (square*)

Document size:

2.125" x 1.125"

6.125" x 6.125"

Bleed:

.125"

Export file:

PDF, CMYK, 300 PPI

Ordering & Visual Guide – Stickers

Standard examples at actual size

3" x 3.25" Standard

Use suggestion: place on water bottles or folders



3" x 3" Standard

Use suggestion: place on water bottles or folders



Order Instructions

ORDER STANDARD

Great for resident recognition or promotion

Visit our [Google Drive](#) to locate these print-ready piece and download files. Order online from the designated vendor.

Order online:

stickergiant.com/matte-labels

Print vendor:

Sticker Giant

Product names:

3" x 3.25" Sticker

3" x 3" Sticker Round

SPECS

Print type:

Matte (satin finish) sticker

Printed size options:

3" x 3.25" Sticker (rectangle)

3" x 3" Sticker (circle)

Document size:

3.125" x 3.625"

3.125" x 3.125"

Bleed:

.125"

Export file:

PDF, CMYK, 300 PPI

Ordering & Visual Guide – Tattoo

Standard examples at actual size

2" x 3" Standard

Use suggestion: a fun way to engage kids



Order Instructions

ORDER STANDARD

Great for resident recognition or promotion

Visit our [Google Drive](#) to locate these print-ready piece and download files. Order online from the designated vendor.

Order online:

temporarytattoos.com/custom-temporary-tattoos.html

Print vendor:

Temporary Tattoos

Product name:

2" x 3" Tattoo

SPECS

Print notes:

Classic Tattoos. Ask vendor to flood white behind entire ribbon image; keep outside area around ribbon clear, and email a proof.

Document size:

2" x 3"

Bleed:

None

Export file:

PDF, CMYK, 300 PPI

Ordering & Visual Guide – Tote, Patch Hat (Standard Only)

Standard examples smaller than actual size

Tote



Patch Hat



Order Instructions

ORDER STANDARD

Great for resident recognition or promotion

Visit our [Google Drive](#) to locate these print-ready pieces and download file(s). Order online from the designated vendor for each piece.

Tote

Order online: 4imprint.com/product/141258-1313/Main-Squeeze-7-oz-Flat-Cotton-Tote-13-12-x-13-12

Print vendor:
4imprint

Product name:
Main Squeeze 7 oz.
Flat Cotton Tote

SPECS
**Artwork formatted for a natural tote*

Tote size:
13.5" x 13.5"
Printed area:
13" x 13" (Imprint on Front)
Tote color: Natural
Imprint color:
Process Blue
Export file:
EPS, CMYK, 300PPI

Patch Hat

Order online:
custompatchhats.com/custom-patch-hat-pricing

Print vendor:
Custom Patch Hats

Product name:
Custom Richardson 112
Trucker Hat

SPECS
**Artwork formatted for a navy hat*

Hat color:
Trucker navy charcoal
Fabric: Cotton-poly/
nylon mesh
Size: Adjustable snapback;
one size fits most
Export file:
EPS, CMYK, 300PPI

Ordering & Visual Guide – Water Bottle, Pencil

Standard examples smaller than actual size

Water Bottle



Pencil



Order Instructions

ORDER STANDARD

Great for resident recognition or promotion

Visit our [Google Drive](#) to locate these print-ready pieces and download file(s). Order online from the designated vendor for each piece.

Water Bottle

Order online: 4imprint.com/product/109484-26/Pacific-Aluminum-Sport-Bottle-26-oz

Print vendor:
4imprint

Product name:
Pacific Aluminum Sport
Bottle - 26 oz.

SPECS
**Artwork formatted
for a white bottle*

Print area side:
5" h x 2.75" w
Imprint on:
Side One (Wrap N/A)
Water bottle color: White
Imprint color:
Process Blue
Export file:
EPS, CMYK, 300PPI

Pencil

Order online: <https://www.vistaprint.com/promotional-products/writing-office/pencils/round-pencil>

Print vendor:
VistaPrint

Product name:
Round Pencil

SPECS
**Artwork formatted
for a white or teal pencil*

Print area side:
.81" h x 3.75" w
Pencil color: White
Export file:
PDF, CMYK, 300PPI

Welcome Materials

We'll help you communicate with program participants in your area.

Order with assistance: Contact info@adopt-a-drain.org

Note: Due to font and software licensing, all customized materials must be prepared by the Adopt-a-Drain marketing team.

Welcome Materials Help

For questions or updates about welcome guidelines, please email info@adopt-a-drain.org.

→ Welcome Email

Every participant will receive an automated email specific to the region and customized with partner logos. Email us with any of the following content that you would like to include.

Note: If you are joining an existing program, email content has been written and cannot be edited. City-specific information can, however, be included in the Welcome Letter if the optional Welcome Packet is part of your contract. (See below.)

Content Options:

1. Up to 3 color logos for supporting partners (low res JPGs or PNGs in a square format; simple logos work best here)
2. Website URLs that will link from each logo – e.g., a city website, a specific stormwater or public works page, or an informational page about Adopt-a-Drain

→ Welcome Packet

If Welcome Packets are included in your contract, follow these instructions and Adopt-a-Drain staff will order for you.

Welcome Letter

[Page 29](#)

Printed size: 8.5" x 11" (single page)

We can customize this one-page letter to include information you would like to convey to program participants. Send us an email with any of the following that you would like to include.

Content Options:

1. Public works contact info – e.g., name, phone, or email
2. Website URLs specific to the city's program
3. Resources or waste disposal instructions
4. Up to 3 color logos for supporting partners – e.g., city, county, watershed, etc. (high res EPS or PDF)

Welcome Card & Safety Tips

[Page 30](#)

Folded size: 8.5" x 5.5" (4 vertical panels)

Yard Signs

[Page 31](#)

Printed size: 8" x 8"

Print material: Coroplast

We work with local partners in each state to refine yard sign templates to represent local geography. Each jurisdiction can choose from these templates and customize select content for each watershed they want to highlight. Yard sign template choices should cover all areas of the city and correspond to GIS data for each highlighted watershed.


Content Options & Quantities:

1. Names of water bodies
2. A template choice for each water body, for example: Creek, Lake, River, or Sound
3. Quantities (minimum 20 for each sign; total number should add up to the number of welcome packets ordered)

Welcome Materials – Welcome Letter (Custom Only)

Smaller than actual size

Adopters receive an automated email and a printed welcome letter (included in the welcome packet, if ordered) outlining helpful FAQs for getting started. If you would like to direct drain adopters to a specific page, a hyperlink or QR code can be added to the welcome letter.


adopt-a-drain.org

Thank you for signing up to adopt a storm drain in your neighborhood!

By adopting a drain, you're committing to keeping the drain and the area around it clear of leaves, trash, and other debris. Below you'll find answers to a few questions that we hope will help you get started with the program.

How often do I need to rake, sweep, clean my storm drain?

There's no specific requirement for how often you need to sweep up. Most people clear their drain about twice a month, but be sure to check the drain before and after big rain storms to avoid flooding, during leaf collection season, and when snow begins to melt.

What special equipment / materials do I need?

A rake, broom, dust pan and bucket or yard waste bag should be all you need in terms of equipment. In the event you are interested in adopting a storm drain on a busy street, it is advised that you clear the drain from the curb, wear bright or reflective clothing and use safety cones if you have access to them. Be aware that leaves, if water-logged, can be heavy enough to break a rake!

What do I do with the debris I've collected?

Some sorting is involved. Cans, bottles, and appropriate plastic should be cleaned and recycled. Compostable material like leaves and grass clippings can be composted. Other debris like pet waste and trash should go in the garbage.


Is this a safe activity that I can do with my children or a scout troop?

Adopt-a-Drain is meant to be a safe, family activity, however all participants must be supervised by an adult and you must be an adult to sign the waiver. Please take a moment to review our tips on how to clear your drain and stay safe while doing it at adopt-a-drain.org/safety-information.

Who can adopt a drain?

You must be an adult to adopt a drain and sign the liability waiver, however, young people may work on cleanup with parental consent and adult supervision.

Sweep up! Rake up! Pick up!


adopt-a-drain.org

My time commitments have changed, can I unadopt my drain?

While we ask you to commit to clearing your adopted drain for at least one year, we will assume you are continuing to participate in the program until you notify us otherwise. You can discontinue your participation at any time by logging in to your account and unadopting your drain, or by sending us an email. We'll be happy to help.

What is entailed in estimating the amount of debris I collect? Do I need to use a scale?

Reporting the debris you collect is easy and supports the program by tracking Adopt-a-Drain's positive impact on our watersheds.

- 1. Collect:** After debris collection, visit adopt-a-drain.org, select your state, and login to your account.
- 2. Report:** In the dashboard, choose "Track Impact" and then "Add a Cleaning."
- 3. Estimate:** Report your estimate in pounds or gallons; our online calculator will translate gallons into pounds for most types of debris. Remember, we just need a rough estimate!

If record-keeping gets in the way of the cleaning, don't sweat it! It's much more important that you do the clean-up. But please report in the Adopt-a-Drain tool at least quarterly so we can collect some data and know that you're taking care of your drain.


What if there are materials by or in my drain that I don't feel comfortable or able to remove?

Safety first!! Never do anything to put yourself at risk. At no time should you clean inside the drain. If you feel your drain needs extra cleaning (i.e. chronic flooding or blockage) please contact your city.

How can I promote my efforts to my neighbors and the community?

We're so glad you asked! Put a sign in your yard and be ready to tell neighbors who ask about your participation in the program. If you take any great photos when you're out there cleaning your drain, share them with us and follow us on Facebook, Instagram, and Twitter.

Still have a question? Don't hesitate to contact us. Please email us at info@adopt-a-drain.org.


Sweep up! Rake up! Pick up!



Option to customize, add, or delete content in the Welcome Letter



Option to add up to 3 color logos for supporting partners



Welcome Materials – Welcome & Safety Tips (Custom Only)

Smaller than actual size

Front and Back (folds at center line)

Debris types match the approved copy for your region's website →

Sweep up! Rake up! Pick up!

Rain and melting snow wash anything that's on streets and other paved surfaces down storm drains and into lakes, rivers, and wetlands.

Thank you for adopting a storm drain!





Leaves, grass, and dirt contain phosphorus, which feeds the algae that turn lakes green. Keep them off streets and sidewalks.



Salt is harmful to waterways and aquatic life. Just one teaspoon pollutes five gallons of water forever. Sweep up leftover salt and reuse it.



Trash clogs drains and pipes causing flooding. Put it in the garbage.



Dog poop carries harmful bacteria and phosphorus. Pick up after your pet!





Help us track our impact. Report your work at adopt-a-drain.org.

Tips for Getting Started

Safety tips match the approved copy for your region's website →

Inside (folds at center line)

How to clear your storm drain and stay safe while doing it

adopt-a-drain.org



Helpful tools for cleaning. You might want these tools for cleaning your drain: a broom, a rake, a trash grabber, work gloves, an orange cone and/or safety vest, a snow shovel or dustpan, and a large bucket or yard waste bag.



Never remove the grate. Clean only the surface of the storm drain grate and the area around it. Don't attempt to clean the inside. If the drain seems to be plugged or have any problem, contact city staff to address the issue.



Safety first! There could be something sharp or otherwise harmful near the drain, so wear work gloves to protect your hands and be careful when picking up leaves and trash. You might want to use a trash grabber to collect debris. Work with a friend; set up orange cones, or wear reflective clothing to make sure you are visible to cars. Do not stand or crouch on busy streets.



Busy streets. It's best to adopt drains on local residential streets. If you do adopt a drain on a street with lots of traffic, please stick to clearing trash and debris from the sidewalk and let city staff take care of the street and the surface of the storm drain.



Not just the drain. While the program asks you to adopt a drain, clearing debris from streets and sidewalks is helpful, since anything on pavement can wash into storm drains when it rains.



Separating and disposing of waste. To dispose of waste, separate it into three categories and place it in the appropriate receptacle:

- **trash** (litter, dirt and grit)
- **clean recyclables** (cans, glass and plastic bottles)
- **clean compostables** (leaves, grass clippings and sticks)

When in doubt throw it in the trash.

Dirt swept from streets in spring is not compostable as it contains chemical residue from de-icers. If there is A LOT of sediment near your drain, notify your city or county staff, as this may be an indicator of a bigger problem.



If you have **questions about how to properly dispose of trash**, compost, and recyclables, contact the city or your garbage collection service.



For **questions about the Adopt-A-Drain program**, email us: info@adopt-a-drain.org

Welcome Materials – Yard Signs (Custom Only)

Example at actual size. Contact info@adopt-a-drain.org to see other water body design options and ordering instructions.

Use: Mail to new adopters **Printed size:** 8" x 8" **Print material:** Coroplast **Print vendor:** North Light Color

Document size: 8.5" x 8.5" **Bleed:** .25" **Export file:** PDF, CMYK, 300 PPI **Dieline and hole punch:** Shown in magenta



Educational Materials – K-12 Classroom Kit

Examples smaller than actual size

Classroom Kit

Classroom Kits are shipped in a storm drain clean up bucket that contains the following materials:

Poster

[Page 36](#)

Amount included in kit: 1

Printed size: 18" x 24" (vertical)

Safety Tips Bi-fold

[Page 37](#)

Amount included in kit: 30

Folded size: 8.5" x 5.5" (4 vertical panels)

Data Collection Cards

[Page 38](#)

Amount included in kit: 30

Folded size: 8.5" x 5.5"

Data collection pages: 4

Stickers

[Page 39](#)

Amount included in kit: 30

Printed size: 3" x 3"

Pencils

[Page 39](#)

Amount included in kit: 30

Style: White with Adopt-a-Drain logo and URL

TEACHER MERCH

One of the following is included on a rotating basis, as available

Hat

[Pages 29](#)

Water Bottle

[Pages 30](#)

Backpack

Not shown

OPTIONAL

Translation Handout

[Page 40](#)

Amount included in kit: 0-30

Printed size:

3.74" x 8.27"

Order Instructions

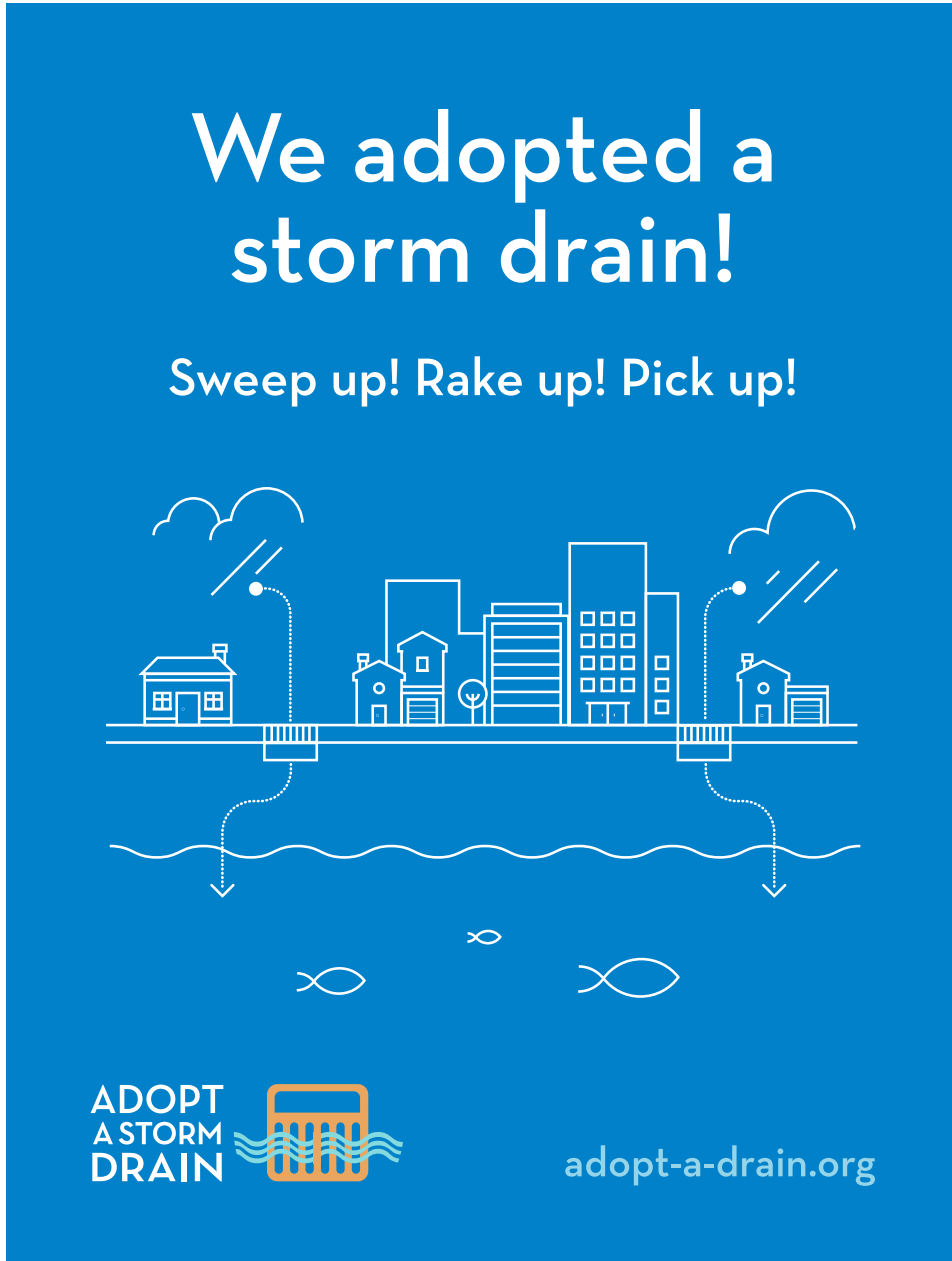
INCLUDED IN THE CLASSROOM KIT

Great for helping students identify pollutants, feel empowered to keep storm drains clear, and learn how to report online.

Contact our team at info@adopt-a-drain.org to order an Adopt-a-Drain K-12 Classroom Kit. Our team will mail you a bucket that contains the materials listed in this section.

Educational Materials – K-12 Classroom Kit / Poster

Smaller than actual size



Order
Instructions

**INCLUDED IN THE
CLASSROOM KIT**

*Great for hanging in
classrooms and hallways.*

Contact our team at
info@adopt-a-drain.org
to order an Adopt-a-Drain
K-12 Classroom Kit. Our
team will mail you a bucket
that contains the materials
listed in this section.

SPECS

Printed size:
18" x 24"

Educational Materials – K-12 Classroom Kit / Safety Tips (Bi-fold)

Smaller than actual size

Outside

Sweep up! Rake up! Pick up!

Rain and melting snow wash anything that's on streets and other paved surfaces down storm drains and into lakes, rivers, and wetlands.



Sign up online. Individuals, community groups, and schools can sign up to adopt a storm drain at adopt-a-drain.org.



Keep your storm drain clear. Use a broom or rake to sweep leaves, trash, and other debris off the drain surface as often as you are able.



Collect data. Enter the amount of debris you collect into your online account so we can track results.



Lead by example. Keep an eye on your drain and tell others how they can help prevent water pollution too.




ADOPT A STORM DRAIN

Tips for Getting Started



Help us track our impact. Report your work at adopt-a-drain.org.

Order Instructions

INCLUDED IN THE CLASSROOM KIT

Great for helping students identify pollutants and learn how to report online with tips on how to keep storm drains clean.

Contact our team at info@adopt-a-drain.org to order an Adopt-a-Drain K-12 Classroom Kit. Our team will mail you a bucket that contains the materials listed in this section.

SPECS

Printed size flat:
8.5" x 11"
Printed size folded:
8.5" x 5.5"

Inside

Safety tips highlight best practices for safe and effective storm drain clean up

How to clear your storm drain and stay safe while doing it

adopt-a-drain.org



Helpful tools for cleaning. Grab a broom, rake, bucket, garbage bags, work gloves, a safety vest and/or orange cones to clear your drain.



Not just the drain. Any debris on the sidewalk or street can wash into the storm drain when it rains. Clear the gutter on either side of the storm drain as well.



Never remove the grate. Clean only the surface of the storm drain grate and the area around it. Do not clean the inside. If the drain is clogged, contact city staff to address the issue.



Separating and disposing of waste. To dispose of waste, separate it into three categories and place it in the appropriate bin.

- trash
- recyclables (cans, glass and plastic bottles)
- yard waste (leaves, grass clippings and sticks)

When in doubt, throw it in the trash.



Safety first! There could be something sharp near the drain so wear work gloves or use a trash grabber when picking up leaves and trash. Work with a friend or family member and wear bright reflective clothing to make sure you are visible to cars.



Busy streets. Try to adopt drains on quieter streets. If your street does have a lot of traffic, clear trash and debris from the sidewalk and boulevard instead of the street. Never stand or crouch on busy streets.



If you have **questions about how to properly dispose of trash**, compost, and recyclables, contact the city or your garbage collection service.



For **questions about the Adopt-a-Drain program**, email us: info@adopt-a-drain.org

Educational Materials – K-12 Classroom Kit / Data Collection Cards (Tri-fold)

Smaller than actual size







Outside

Reporting Booklets use the standard four tips shown on the back (center panel).

<p>Collect Data</p> <p>Date: _____</p> <p>Drain Name: _____</p> <p>What did you collect from your drain? <i>Just pick the closest description. Don't worry if it's not exact!</i></p> <p>It was mostly this:</p> <ul style="list-style-type: none"> <input type="radio"/> Brown leaves <input type="radio"/> Grass/green leaves <input type="radio"/> Sediment/dirt <input type="radio"/> Trash <input type="radio"/> Salt <p>With some of this:</p> <ul style="list-style-type: none"> <input type="radio"/> Brown leaves <input type="radio"/> Grass/green leaves <input type="radio"/> Sediment/dirt <input type="radio"/> Trash <input type="radio"/> Salt <p> How much did you pick up? <i>We're just looking for a rough estimate. Don't sweat it.</i></p> <p>Amount: _____ pounds/gallons (circle one)</p> <p> How long did it take?</p> <p>Time: _____ hours/minutes (circle one)</p> <p>Sweep up! Rake up! Pick up!</p>	<p>Protect local waterways Keep these pollutants out of streets and storm drains.</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Leaves, grass, and dirt contain phosphorus, which feeds the algae that turn lakes green. Keep them off streets and sidewalks.</p> </div> <div style="text-align: center;">  <p>Salt is harmful to waterways and aquatic life. Just one teaspoon pollutes five gallons of water forever. Sweep up leftover salt and reuse it.</p> </div> </div> <div style="text-align: center; margin-top: 10px;">  <p>Trash clogs drains and pipes, causing flooding. Put it in the garbage.</p> </div> <div style="text-align: center; margin-top: 10px;">  <p>Dog poop carries harmful bacteria and phosphorus. Pick up after your pet!</p> </div> <div style="text-align: center; margin-top: 20px;">  <p>Be a hero in your community</p> </div>	<p>Track Your Impact Keep your neighborhood clean and protect local lakes and streams.</p> <p>Your Name(s): _____</p>
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Inside

Reporting Booklets use the pollutant list shown on the inside panels.

<p>Collect Data</p> <p>Date: _____</p> <p>Drain Name: _____</p> <p>What did you collect from your drain? <i>Just pick the closest description. Don't worry if it's not exact!</i></p> <p>It was mostly this:</p> <ul style="list-style-type: none"> <input type="radio"/> Brown leaves <input type="radio"/> Grass/green leaves <input type="radio"/> Sediment/dirt <input type="radio"/> Trash <input type="radio"/> Salt <p>With some of this:</p> <ul style="list-style-type: none"> <input type="radio"/> Brown leaves <input type="radio"/> Grass/green leaves <input type="radio"/> Sediment/dirt <input type="radio"/> Trash <input type="radio"/> Salt <p> How much did you pick up? <i>We're just looking for a rough estimate. Don't sweat it.</i></p> <p>Amount: _____ pounds/gallons (circle one)</p> <p> How long did it take?</p> <p>Time: _____ hours/minutes (circle one)</p> <p>Sweep up! Rake up! Pick up!</p>	<p>Collect Data</p> <p>Date: _____</p> <p>Drain Name: _____</p> <p>What did you collect from your drain? <i>Just pick the closest description. Don't worry if it's not exact!</i></p> <p>It was mostly this:</p> <ul style="list-style-type: none"> <input type="radio"/> Brown leaves <input type="radio"/> Grass/green leaves <input type="radio"/> Sediment/dirt <input type="radio"/> Trash <input type="radio"/> Salt <p>With some of this:</p> <ul style="list-style-type: none"> <input type="radio"/> Brown leaves <input type="radio"/> Grass/green leaves <input type="radio"/> Sediment/dirt <input type="radio"/> Trash <input type="radio"/> Salt <p> How much did you pick up? <i>We're just looking for a rough estimate. Don't sweat it.</i></p> <p>Amount: _____ pounds/gallons (circle one)</p> <p> How long did it take?</p> <p>Time: _____ hours/minutes (circle one)</p> <p>Sweep up! Rake up! Pick up!</p>	<p>Collect Data</p> <p>Date: _____</p> <p>Drain Name: _____</p> <p>What did you collect from your drain? <i>Just pick the closest description. Don't worry if it's not exact!</i></p> <p>It was mostly this:</p> <ul style="list-style-type: none"> <input type="radio"/> Brown leaves <input type="radio"/> Grass/green leaves <input type="radio"/> Sediment/dirt <input type="radio"/> Trash <input type="radio"/> Salt <p>With some of this:</p> <ul style="list-style-type: none"> <input type="radio"/> Brown leaves <input type="radio"/> Grass/green leaves <input type="radio"/> Sediment/dirt <input type="radio"/> Trash <input type="radio"/> Salt <p> How much did you pick up? <i>We're just looking for a rough estimate. Don't sweat it.</i></p> <p>Amount: _____ pounds/gallons (circle one)</p> <p> How long did it take?</p> <p>Time: _____ hours/minutes (circle one)</p> <p>Sweep up! Rake up! Pick up!</p>
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Order Instructions

INCLUDED IN THE CLASSROOM KIT

Great for helping students identify pollutants, feel empowered to keep storm drains clear, and learn how to report online.

Contact our team at info@adopt-a-drain.org to order an Adopt-a-Drain K-12 Classroom Kit. Our team will mail you a bucket that contains the materials listed in this section.

SPECS

Printed size flat:

8.75" x 14.25"

Printed size folded:

8.5" x 4.6875"

Data collection pages:

4

Educational Materials – K-12 Classroom Kit / Translation Handout (Optional)

Examples smaller than actual size except sticker shown at 3" x 3"

Round Sticker

Use suggestion: place on water bottles or folders



Pencil

Use suggestion: hand out with Data Collection Cards



Order Instructions

INCLUDED IN THE CLASSROOM KIT

Great for student recognition or as a handout to accompany Data Collection Cards.

Contact our team at info@adopt-a-drain.org to order an Adopt-a-Drain K-12 Classroom Kit. Our team will mail you a bucket that contains the materials listed in this section.

SPECS

Sticker size:
3" x 3"

Educational Materials – Classroom Kit / Translation Handout (Optional)

Example smaller than actual size

Front

Standard translation available for Somali, Hmong, and Spanish languages



Saxiix ilaa Qaado Marin Duufaan!
Sign up to Adopt a Storm Drain!
Ka dhig nadiif xaafadaada oo ilaali marinada biyaha ee maxalliga ah. **Isasajil maanta!**
Keep your neighborhood clean and protect local waterways. Sign up!
ADOPT A STORM DRAIN  adopt-a-drain.org

Rau npe los Pab Tu ib lub Qhov Dej Nag Ntws!
Sign up to Adopt a Storm Drain!
Pab tu koj lub zej lub zos kom du dais thiab tiv thaiv tej qhov uas dej nag ntws mus uas nyob hauv koj thajtsam. **Rau npe hnub no kiag!**
Keep your neighborhood clean and protect local waterways. Sign up!
ADOPT A STORM DRAIN  adopt-a-drain.org

¡Inscríbese ahora para Adoptar un Desagüe Pluvial!
Sign up to Adopt a Storm Drain!
Mantenga limpio su vecindario y proteja las vías fluviales locales. **¡Inscríbese hoy!**
Keep your neighborhood clean and protect local waterways. Sign up!
ADOPT A STORM DRAIN  adopt-a-drain.org

Order Instructions

OPTIONAL ADD-ON

Great for direct promotion

Contact info@adopt-a-drain.org if you'd like to include Translation Handouts in one of our available translated languages.

Current language options:
Somali, Hmong, and Spanish


SPECS

Printed size:
3.74" x 8.27"


Back

Standard translation available for Somali, Hmong, and Spanish languages



Ku biir deriska si aad u ilaaliso marin biyoodka maxalliga ah!
Join with neighbors to protect local waterways.
Iska-sajil onlayn. Shakhsiyaadka, ururada bulshada iyo ganacsatadu way ka qaybqaadan karaan. Booqo adopt-a-drain.org si aad u korsato daadad duufaana ah oo ka dhaca xaafaddaada.
Ka ilaali daadashada duufaankaaga. U adeegso xaaqin ama rakibo xaaqida caleemaha, qashinka iyo qashinka kale dusha sare ee ballaacad sannadka oo dhan.
Lasoco saameyntaada. Gali wadarta qiyaasta ah ee burburka aad ururinayso koontadaada internetka si aan ulasocno natiijoyinka.
Ku hoggaami tusaale ahaan Dadka kale ogeysii ballanqaadkaaga. U sheeg sida ay uga caawin karaan kahortagga wasakhaynta biyaha.
Xaaq! Ururi! Soo qaado!
Sweep up! Rake up! Pick up!
ADOPT A STORM DRAIN  adopt-a-drain.org
Mashruuc ka socda Jaamacadda Hamline. A project of Hamline University.

Koom tes nrog kwvtij zej zos los tiv thaiv tej chaw uas dej nag ntws mus hauv koj thajtsam.
Join with neighbors to protect local waterways.
Mus rau npe hauv is taws nej. Yus ib leeg, cov koom haum zej zog thiab kev lag luam los yeej koom tau. Mus rau ntwam adopt-a-drain.org los pab tu ib lub qhov dej nag ntws hauv koj lub zej lub zos!
Pab tu koj lub qhov dej nag ntws kom du lug. Siv ib tug khaub rhuab lossis tus rake los cheb cov nplooj, khib hnyiab thiab lwm yam kom txhob npog lub qhov dej ntws tas mus li.
Saib seb koj tau pab li cas. Khwv yees seb koj khaws tau ntau npaum li cas ces muab ntaus rau hauv koj qhov account hauv is taws nej kom peb thiaj paub tias mus li cas lawm.
Ua tus qauv rau lwm tus. Qhia lwm tus paub txog qhov uas koj tau txiav tsim siab ua. Qhia lawv seb lawv yuav ua li cas pab kom cov dej tsis txhob puas tuuas.
Cheb pov tseg! Sau pov tseg! Khaws pov tseg!
Sweep up! Rake up! Pick up!
ADOPT A STORM DRAIN  adopt-a-drain.org
Hamline University ib qho project. A project of Hamline University.

¡Únase a los vecinos para proteger las vías fluviales locales!
Join with neighbors to protect local waterways.
Regístrate en línea. Pueden participar personas, organizaciones comunitarias y empresas. Visite adopt-a-drain.org para incorporar un drenaje pluvial en su vecindario.
Mantenga su desagüe pluvial despejado. Utilice una escoba o un rastrillo para barrer las hojas, la basura y otros desechos de la superficie del drenaje durante todo el año.
Realice un seguimiento de su impacto. Ingrese el total estimado de los desechos que recolecta en su cuenta en línea para que podamos rastrear los resultados.
Predique con el ejemplo. Comparta y dialogue acerca de su compromiso con los demás. Dígalos cómo pueden ayudar a prevenir la contaminación del agua.
¡Barra! ¡Remueva! ¡Recoja!
Sweep up! Rake up! Pick up!
ADOPT A STORM DRAIN  adopt-a-drain.org
Un proyecto de la Universidad de Hamline. A project of Hamline University.