



# Seasonal Outreach

Fall



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- Meetings & Events
- Seasonal Outreach
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# Lower DuPage River Watershed Coalition

The Lower DuPage River Watershed Coalition is a 501c(3) non-profit organization. We provide local coordination to address water resource concerns based on science. Our analyses of habitat, biological and chemical data identifies stressors to aquatic life, and guides the Coalition's ecologically and economically sound approach to restore stream health.

↓ Scroll Down



# Fall Outreach Campaign





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## Seasonal Campaigns

To make it easy for municipalities to conduct outreach with residents about important stormwater management topics, the Coalition has worked to develop four seasonal outreach campaigns. Municipalities can customize and incorporate these messages into their existing communications strategies.

Check this page for routine updates throughout each season! Members can contact **Lea Rodbarry** at [lrodbarry@theconservationfoundation.org](mailto:lrodbarry@theconservationfoundation.org) or (630)428-4500 x109 with any questions or requests to customize material to your agency.

[SPRING](#)

[SUMMER](#)

[FALL](#)

[WINTER](#)

# Fall Outreach Campaign





## FALL

**Theme:** Leaves

**Timeline:** September – November

Leaves that find their way onto our sidewalks and streets can clog storm sewers, causing standing water. In addition, the leaf litter increases nutrients in our rivers and streams, which can cause excessive algae growth.

### Blog Posts

- [The Connection Between Leaves and Water Quality](#)
  - [Download as a Word Document](#)
- [This Fall, Use Leaves as a Resource!](#)
  - [Download as a Word Document](#)
- [The Effects of Leaves on Storm Drains](#)
  - [Download as a Word Document](#)

### Newsletter Articles (summarized versions of blog posts):

- [The Connection Between Leaves and Water Quality](#)
  - [Download as a Word Document](#)
- [This Fall, Use Leaves as a Resource!](#)
  - [Download as a Word Document](#)

## Fall 2019

- Blog posts
- Newsletter articles
- Poster
- Social media posts
- Fall materials checklist

# Fall Outreach Campaign



## Blogs and Newsletter Articles

### **The Connection Between Leaves and Water Quality:**

- As it rains, phosphorus quickly leaches out of leaves, causing several problems for local waterways.

### **This Fall, Use Leaves as a Resource:**

- Leaves don't have to be a nuisance! Residents can use leaves to fertilize their lawns and gardens or participate in leaf collection programs.

### **The Effects of Leaves on Storm Drains:**

- Leaves can cause trouble for homeowners, stormwater systems, and water quality when they collect in storm drains.

## Fall Outreach Campaign



# Poster

**WHERE YOU LEAVE YOUR LEAVES MATTERS!**

Leaves fall to the ground, creating large amounts of organic debris.

This causes 2 problems:

- 1 Leaves raked into streets clog stormdrains and cause local flooding.
- 2 Too many leaves add excess nutrients into streams.

Decaying leaves feed algae. An overgrowth of algae... kills fish. makes our water green and stink.

**What can you do with your leaves?**

- Participate in your community's leaf collection program.
- Fertilize your lawn naturally—mulch leaves with a lawn mower.
- Compost leaves to use in the garden.
- Keep streets and storm drains clear of leaves.

LOWER DUPAGE RIVER WATERSHED COALITION  
LOWER DES PLAINES RIVER WATERSHED GROUP

# Social Media Posts

**Leaf collection is tomorrow!**

Bag your leaves and place them by the curb.

**USE LEAVES AS A RESOURCE!**

Mulch in place with a lawn mower to fertilize your yard.

Add leaves to your compost.

Apply leaves to flower beds, gardens, and around the base of trees.

**IT LOOKS LIKE RAIN!**

Leaves can block storm drains! Remove leaves from streets and storm drains to prevent flooding in your neighborhood.

**LEAVES SPIKE WATERWAYS WITH NUTRIENTS.**

Excess nutrients causes algal blooms.

**ALGAE...**


- ...kills aquatic life.
- ...makes the water green and smelly.
- ...can make water unsafe for recreation.

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Photo/Video | Get Messag... | Feeling/Acti... | ...

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Invite friends to like your Page  
Grow your audience on Facebook and reach more people who are interested in your business.  
Invite Friends

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**Posts**


**Lower DuPage River Watershed Coalition**  
Published by Lea Rodbarry [?] · September 10 at 11:30 AM ·

Fall is almost here! Did you know fall leaves can have a big impact on stream health?  
Read our blog to learn more!: <http://www.dupagerivers.org/leaves-and-water-quality/>



**LOOSE LEAVES TURN OUR STREAMS GREEN.**

Leaves add excess nutrients to our waterways, encouraging algal blooms that turn our water green.



Create a Group for Your Page  
Help your audience connect in a group. Groups are separate spaces for people to have discussions, plan events, share photos and more. You can interact with people in the group as your Page or yourself.

Know Friends Who Might Like Your Page?  
Invite friends to like Lower DuPage River Watershed Coalition and help you connect with more people.

Help Your Page Get Noticed  
Short, visual posts created for the right audience are more successful.

How Do Facebook Ads Work?  
Reach all the right people where they're active and engaged.

See All Page Tips 2

16 likes +1 this week

16 follows

See Pages Feed  
Posts from Pages you've liked as your Page

1 post reach this week

16 people like this and 16 people follow this

Community See All

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# Fall Outreach Campaign





For questions or to customize materials:

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Fall  
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