



# A HOW-TO GUIDE FOR RAIN BARREL SALES



Help residents manage stormwater on their properties with rain barrels! We're partnering with The Conservation Foundation to facilitate rain barrel sales.

## TYPES OF RAIN BARREL PROGRAMS

The Rain Barrel Sale Program is fully customizable and can be set up based on the level of involvement that suits your organization. Your Rain Barrel Sale Program can include one or all of the options below:

### LINK TO SALE PAGE

Residents can order rain barrels online and have them delivered to their home for a low shipping cost of \$5. We can set up a custom webpage specific to your community's sale, or you can link to the pre-existing Will County sale page. You'll then feature this link on your website.

### HOST A PICK-UP EVENT

You may choose to offer a community pick-up day at your village hall, public works building or organization. This can draw attention to your sale and save residents the cost of shipping. Residents will preorder the rain barrels online and pick them up on a specified day.

### TIE PICK-UP DAY TO ANOTHER EVENT

Tie your rain barrel pick-up day to a community event, such as a local farmers market. This increases the visibility of your sale and provides opportunities for education & outreach related to rain barrels and stormwater management.

## TIPS FOR A SUCCESSFUL RAIN BARREL SALE

Whether you just link to a rain barrel sale page or organize an in-person event, here are some tips to make your Rain Barrel Sale Program more successful:

- **Advertise your sale!** Use available social media and outreach materials to share information and promote your Rain Barrel Sale Program. It helps to advertise on your website's homepage, newsletters or water bills.
- On your website, **add information** about the use of rain barrels, how they can be part of a landowner's strategy to manage stormwater on their property and how to order them. We have materials, such as FAQs, to help you provide this information to your community.
- To raise awareness of your program, **raffle off a rain barrel or display a rain barrel** at your village hall or library with ordering information.
- **Offer a discount** for residents to encourage using rainwater as a resource and to conserve drinking water.



## GET YOUR RAIN BARREL PROGRAM STARTED!

Contact Nancy Cinatl at 630-428-4500 Ext. 132 or [ncinatl@theconservationfoundation.org](mailto:ncinatl@theconservationfoundation.org)