

Waves of Change Campaign

Leave Only Footprints

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**WAVES
OF CHANGE**



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Background

Overview:

- + Importance of Florida's coastal ecosystems: coral reefs, wetlands, and beaches.
- + Threats: climate change, pollution, and irresponsible tourism.
- + The need for community awareness and action.



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Slogan: "Leave Only Footprints"

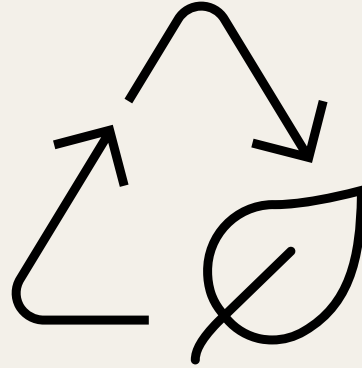
- + Encourages responsible behavior.
- + Emphasizes the role of every visitor and resident in protecting natural environments.
- + Don't leave anything else on the beaches but footprints.



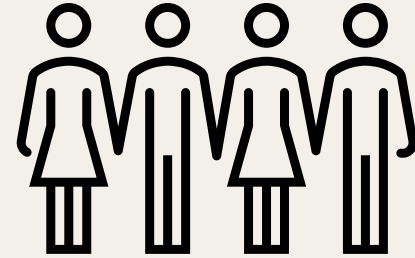
Objectives



Raise awareness about the significance of coastal ecosystems.



Motivate sustainable practices among residents and tourists.



Forster community engagement through initiatives to help.

Target Audience

Who We're Targeting:

- + Residents: Inspire stewardship.
- + Tourists: Educate on responsible tourism practices.
- + Goal: Create a community of advocated from environmental protection.



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Social Media Campaign

Platforms: Instagram, Tiktok, Twitter, etc.

Content: Engaging posts and videos highlighting and educating about local ecosystems.

Budget: \$100 for graphic design tools and boosting posts.

Beach Clean-Up Events

Monthly events to engage the community and tourists.

Incentives: Discounts from local businesses.

Budget: \$150 for cleanup supplies and refreshments.

Educational Workshops

Topics: Sustainable practices and marine conservation.

Led by local experts and activists.

Budget: \$200 for venue rental and materials.

Green Transport Challenge

An initiative to promote environmental friendly transport (walking, biking, etc).

Promoted through flyers and banners, along with social media using #GreenTransportChallenge.

Budget: \$50 for promotional materials.

Giveaways

Offered for clean-up event participation and contest winners.

Giving eco-friendly products to further push our mission.

Budget: \$100 for materials.

Action Plan

Resources



Utilize free tools for social media scheduling and analytics to evaluate reception.



Recruit volunteers through local schools and community groups.

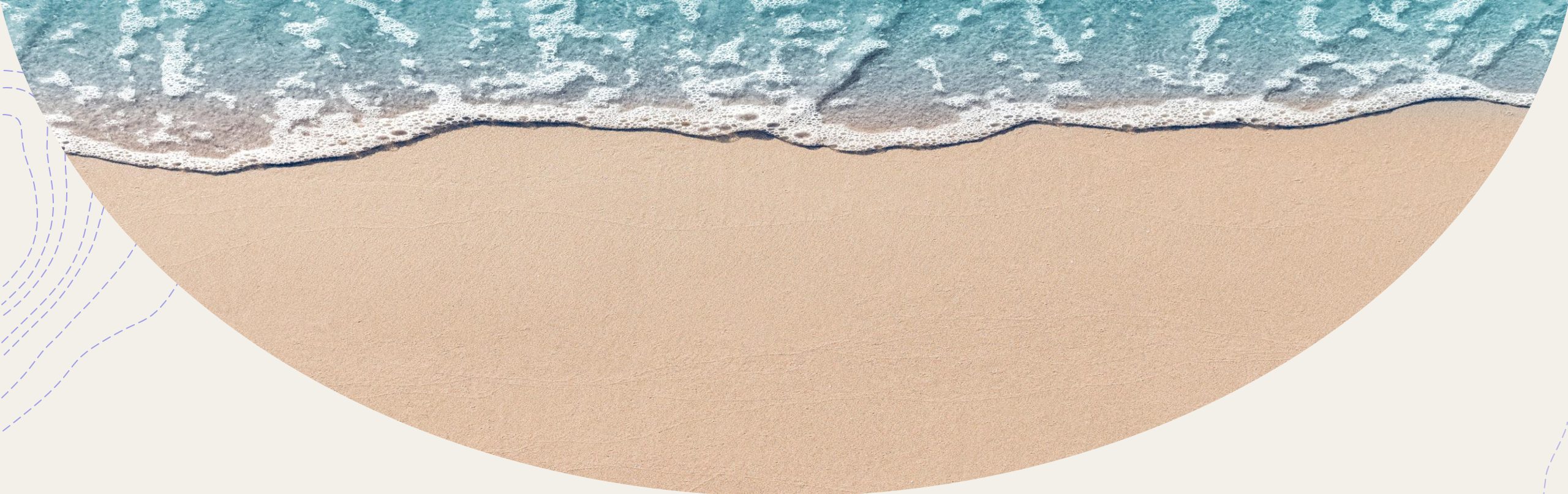


Collaborate with local businesses and environmental organizations for additional support.



Total estimated budget is \$600.





Thank You

+Join us in protecting Florida's coastal paradise. Together, we can ensure a sustainable future for our ecosystems.