

# Don't Trash Our Home!

*It's just as easy as picking up your phone.*

The Illegal Dumping Partnership (IDP) is a multi-agency task force founded to help combat illegal dumping throughout Bernalillo County.

*Project funded by FY23 Recycling and Illegal Dumping (RAID) Grant*



## ABOUT THE CAMPAIGN

This year's campaign is fully focused on convenience. One of the primary reasons people dump illegally is because it just seems more convenient than doing it the right way. Which, isn't true! In fact, instead of struggling to find a way to move your heavy trash yourself, dumping it the right way is just as heavy as picking up your phone and visiting iHaveTrash.com. There, anybody can find dozens of convenient services to help them get rid of their trash. From free large item pickups, to hazardous waste disposal, iHaveTrash.com can help all of us prevent illegal dumping, while making our lives a little bit easier.

### Core Messaging

#### Hook:

It's just as heavy as picking up your phone!  
*¡Tan pesado como levantar el teléfono!*

#### Tagline:

Don't Trash Our Home.  
*No Ensucies Nuestro Hogar.*

#### CTA:

Visit iHaveTrash.com to discover all of the ways to get rid of your trash, the right way.  
*Visite iHaveTrash.com para descubrir todas las maneras de deshacerse de su basura, de la manera correcta.*

## iHaveTrash.com



### Messaging Guidelines

**Tone:** Helpful, Educational, Fun

**Imagery:** Show people solving problems! Focus on the free large item pickup, which will impact the most amount of people, but we should show common situations where getting rid of trash is easier than it seems because of iHaveTrash.com

**Solid Colors:** #FFFFFF, #000000, #F37964,

**Gradient Color:** #f79250 - #f1686f

**Fonts:** Barlow and Open Sans



### Social Media

Showcase convenient and accessible waste disposal services, and highlight community clean-ups through short videos and photos using the core messaging in the captions and any graphics.

Include seasonal yard waste pickup, large item pickup, battery disposal, or the several convenience centers across the county.