

## Don't Drip and Drive Toolkit

Below is the Don't Drip and Drive toolkit. Use arrow to the left of each heading to expand or collapse topic areas. Open links to download corresponding materials. Private documents require member login. [Click here to request an account.](#)

### Promotion

#### Final Ads

##### Break-down ads

- [Banner 1](#)
- [Poster](#)
- [Banner 2](#)
- [Banner 3](#)
- [Square Ad](#)
- [Skinny poster](#)

##### Facebook ads

- [Clover Park ad](#)
- [Leave no trace ad](#)
- [Little girl ad](#)
- [Renton ad](#)
- [General repair shops ad](#)
- [Shoreline ad](#)
- [Winter driving ad](#)
- [General workshops ad](#)
- [General repair shop ad \(2\)](#)
- [Sample social media post blurbs](#)

##### Google ads

- [Winter driving ad](#)
- [General workshop ad](#)
- [General repair shop ad](#)
- [General repair shop banner ad 1](#)
- [General repair shop banner ad 2](#)

##### Hiker ads

- [Banner 1](#)
- [Banner 2](#)
- [Poster](#)
- [Banner 3](#)
- [Square 1](#)

- [Square 2](#)
- [Skinny poster](#)

#### Workshop ads

- [Banner 1](#)
- [Poster](#)
- [Banner 2](#)
- [Banner 3](#)
- [Square](#)
- [Skinny poster](#)
- [Banner 4](#)

#### Rainbow ads

- [Poster](#)

#### Bus ads

- [Tail bus ad \(zip folder with native files\)](#)
- [Super tail bus ad \(zip folder with native files\)](#)

#### Coupons

- [Coupon code guide + all coupons \(English and Spanish; zip folder\)](#)
- [Coupon native files \(zip folder with native files\)](#)

#### Program Materials

- [Check leaks brochure folder \(with native files\)](#)
- [Check leaks brochure folder Spanish \(with native files\)](#)
- [Check leaks handout with coupon](#)
- [Glove box reference card folder \(native files\)](#)
- [Glove box reference card \(pdf\)](#)
- [News ad](#)
- [News ad black and white](#)
- [News ad \(native files\)](#)
- [Oil leak sticker](#)
- [Utility Bill Insert 1 \(zip folder with native files\)](#)
- [Utility Bill Insert 2 \(zip folder with native files\)](#)

#### Assorted Images

- [Broken down car](#)
- [Green coat boy in puddle](#)
- [Hiker](#)

- [Oil slick running into drain](#)
- [Rainbow oil sheen](#)
- [Winter breakdown](#)
- [Kid playing in puddle](#)
- [Testing car leak 1](#)
- [Testing car leak 2](#)
- [DD&D Event table](#)

## Press Release

- [Don't Drip & Drive press release template](#)
- [Draft media release: Workshops](#)
- [Lacey press release \(example\)](#)
- [Vehicle leaks 2016 press release](#)

## Miscellaneous

- [Don't Drip & Drive talking points doc](#)
- [Don't Drip & Drive talking points 2 doc \(draft\)](#)
- [Phase III Advertising mid-point check in](#)

## Leak Check Events

### Materials

- [Leak check event flyer](#)

## Outreach Events

### Materials

- [Community event data \(tracking form\)](#)
- [Interpreter event instructions](#)

## Workshops

### Materials

- [Drip sheet label](#)
- [Workshop curriculum brochure](#)
- [Workshop brochure](#)
- [Photo of auto leaks maintenance check kit](#)
- [Postcard folder \(zip drive with native files\)](#)
- [Landscape poster folder \(zip drive with native files\)](#)
- [Poster folder \(zip drive with native files\)](#)
- [Landscape poster folder Spanish \(zip drive with native files\)](#)
- [8x11 Poster folder \(zip drive with native files\)](#)
- [Leak check event flyer](#)

## Curriculum

- [PPT for workshop introduction](#)
- [2016 Curriculum](#)

## Quick Lube Shops

### Planning & Background Research

- [Interview guide for potential lube shops](#)
- [Lube shop partner locations \(tracking form\)](#)
- [Lube shop partnership and price analysis](#)
- [Lube shop pilot: Scope of work](#)
- [Lube shop business partner evaluation](#)

### Inviting lube shops to partner

- [Selling program to lube shops](#)
- [King County example invitation](#)
- [Generic invitation letter](#)
- [Lube shop registration form](#)

### Lube shop partner materials

- [Coupon QL](#)
- [Coupon QL Spanish](#)
- [Lube shop 1 page coupon](#)
- [Lube shop leak tracking form](#)

### Lube shop evaluation materials

- [Intercept survey – lube shops](#)

## Repair Shops

### Planning and background research

- [Repair shop partner locations \(tracking form\)](#)
- [Materials order](#)

### Inviting repair shops to partner

- [Invitation to partner \(word\)](#)
- [Invitation to partner \(pdf\)](#)
- [FAQs for repair shop partners](#)
- [Lacey example invitation](#)
- [Repair shops registration form \(online fillable; pdf\)](#)
- [Repair shops registration form \(word\)](#)
- [Repair shops registration form \(by hand; pdf\)](#)

## Repair shop partner materials

- [Repair shop counter card \(zip with native files\)](#)
- [Repair shop counter card \(pdf\)](#)
- [Repair shop poster \(zip with native files\)](#)
- [Repair shop poster \(pdf\)](#)
- [Repair shop window cling folder \(zip with native files\)](#)
- [Repair shop web tools \(zip folder with pdfs\)](#)
  - 160x600 Banner
  - 336x280 Banner
  - 468x60 Banner
  - 472X 394 Facebook post
- [Coupon PS](#)
- [Coupon PS Spanish](#)
- [Repair shop leak tracking form](#)
- [Repair shop welcome letter](#)

## Repair shop evaluation materials

- [Repair shop survey](#)

## Planning and Evaluation

### Planning

- [2016 campaign timeline](#)
- [Overall campaign strategy \(flowchart\)](#)
- [Lessons learned](#)
- [Program cost analysis](#)

### Preliminary Research/Work

- [Creative Brief](#)
- [Focus group summary](#)
- [Vehicle Leak Situational Analysis \(2012\)](#)
- [Auto leaks workshops formative research](#)

### Evaluation

- [Evaluation: Auto Leaks Workshop Scope of Work](#)
- [Evaluation: Plan](#)
- [Phase I Final Report](#)
- [Phase II Final Report](#)
- [Phase II Report \(zip drive with native files\)](#)
- [Phase II Infographic](#)
- [Phase III Final non-graphic report](#)

- [Phase III Final non-graphic appendices](#)
- [Phase III Report graphic version \(zip drive with native files\)](#)
- [Auto Leaks Workshop Evaluation Report](#)

### Logos and Style Guide

- [Don't Drip and Drive logos \(zip drive with native files\)](#)
- [Draft style guide](#)



Note. Please contact [Christie Lovelace](#) or [Justine Asohmbom](#) with questions or to report an error. Last updated February 13, 2018.