



Towson University - 2019 RecycleMania Case Study

1. Contact info (name, department, school, email, phone)

Patricia Watson
Towson University
General Services, Room 132D
8000 York Road
Towson, MD 21252
pwatson@towson.edu
410-704-3550

2. Focus of Case study

TU's inaugural Fix It Fair's focus was to encourage students to be mindful consumers in a throwaway society—to fix more and waste less.

3. Detailed description of campaign component:

Towson University's Fix It Fair adopted principles and practices from similar communal repair workshops (Repair Cafes and other Fix It Fairs). TU's campaign during RecycleMania was to promote a less wasteful mindset. By holding a Fix It Fair, TU was able to engage students and encourage them to think beyond the bin and to repair or repurpose their items before throwing them away.

The Fix It Fair was volunteer-led by designated experts from on-campus and off-campus organizations. It included a mix of hands-on demos, Q&As, and repair help. The workshops included:

- Fix It: Clothing—a TU Theater Arts Department representative performed a repurposing project using old blue jeans and turned them into a reusable utensil/multipurpose pouch. General questions on hand sewing and home machine sewing were also answered.
- Fix It: Computers—TU Office of Technology Services representatives answered computer troubleshooting questions and educated students on how to recondition a computer.
- Fix It: Gear—TU Campus Recreation Services representatives and a representative from Sew Lab (Baltimore-based company) performed zipper repairs, gear repair, patching of clothing, as well as gave advice on common issues.
- Fix It: Bikes—Baltimore Metropolitan Council representatives promoted alternative transportation and gave away portable bike repair tools.

- 3 DIY Projects—EcoRep members led the following projects: homemade laundry detergent (using simple ingredients like borax, vinegar, and Sal’s Suds. Sports-topped water bottles were repurposed as the detergent containers), Mason jar sew kits, and reusable t-shirt bags. These projects were intended to illustrate creative ways to repurpose items and reduce waste (like buying in bulk) besides just reusing an item. TU Marketing & Communications also hosted a T-Shirt Swap as part of TU’s overall rebranding campaign. They partnered with Fix It Fair and hosted their event on the same day and promoted repurposing the old-logo t-shirts into reusable bags.

4. Planning steps & timeline to implement:

- Fall Semester
 - Initiated meetings to brainstorm and discuss Fix It Fair event
 - Began reaching out to other departments for support
- Winter break
 - Began reaching out to off-campus organizations
 - Reserved venue, tabling space, and chalking space for promoting RecycleMania/Fix It Fair
 - Promotional graphics created
- Beginning of RecycleMania
 - Tabling on first day of RecycleMania and chalking in reserved space for the week to promote RecycleMania and Fix It Fair
 - Created “recipe cards” (created by student in Canva) and DIY instructions for Fix It Fair
 - Followed up with volunteer experts
 - Finalized event itinerary with workshop information
- During RecycleMania
 - Google Form created for more information on each workshop and RSVP; bit.ly created
 - Social Media promotion of event (Valentine’s Day themed post) and digital ads posted
 - Created event date for Fix It Fair in TU’s Master Events Calendar
 - Met with Marketing & Communications about possible collaboration
- 2 Weeks Before Fix It Fair
 - Followed up with volunteer experts
 - Printed fliers and poster boards for event; posted fliers around campus
- Week Before Fix It Fair
 - Purchased supplies for giveaways/DIY projects
 - Reminder posts on social media using Canva design
 - Created and printed out sign in sheets
- Day Before Fix It Fair
 - Gathered and packed up supplies
 - Reminder posts on social media & “before & after” Instastory
- Day of Fix It Fair
 - Set up tables for all workshops, signage, and sign in sheets
 - Posted Instastory videos of event
 - Fix!

5. Resources and stakeholders involved

Giveaway Costs

A budget of \$500 was allocated for the DIY projects, which acted as the giveaways for the Fix It Fair. \$315 was spent on items procured for the DIY projects. Cost analysis below.

| Supplies for Mason Jar Kits | | | | |
|----------------------------------|-------------------|-------|-------------------|-----------------|
| Name | Packaged Quantity | Cost | Quantity to Order | Total Cost |
| Sewing thread (48 pack) | 48 | 6.99 | 2 | 13.98 |
| Buttons (1100 pack, assorted) | 1100 | 9.99 | 3 | 29.97 |
| Sewing needle (4 pack of 30) | 120 | 6.99 | 2 | 13.98 |
| Mason jar, 4 oz. (40 pack) | 40 | 35.99 | 2 | 71.98 |
| Sewing pin (1000 pack, assorted) | 1000 | 9.99 | 1 | 9.99 |
| Needle threaders (50 pack) | 50 | 6.99 | 2 | 13.98 |
| Safety Pins (1200) | 1200 | 10.97 | 1 | 10.97 |
| Polyfill (5lb) | 5 | 21.78 | 1 | 21.78 |
| Fabric Scraps (pack of 50) | 50 | 12.99 | 2 | 25.98 |
| Total Cost | | | | \$212.61 |

| Supplies for DIY detergent | | | | |
|----------------------------------|-------------------|-------|-------------------|-----------------|
| Name | Packaged Quantity | Cost | Quantity to Order | Total Cost |
| Sal's Suds, 1 gallon | 1 | 31.35 | 2 | 66.46 |
| Peppermint oil, 4 oz. | 1 | 9.99 | 1 | 9.99 |
| Essential oil 3-pack, 1 oz. each | 1 | 17.96 | 1 | 17.96 |
| Borax, box | 2 | 5 | 1 | 5 |
| Vinegar, 1 gallon | 2 | 3 | 1 | 3 |
| Total Cost | | | | \$102.41 |
| Grand Total | | | | \$315.02 |

In-Kind Supplies

- T-shirts from the T-Shirt Swap as well as surplus from Athletics Department
- Miscellaneous supplies for student-led DIY projects including: scissors, hot glue gun, repurposed cardboard, extra essential oils, extra thread, surplus sports-top water bottles with old Office of Sustainability logo (unused giveaways from previous event)
- Supplies for DIY Clothing workshop donated by the Costume Shop in Theater Arts

Marketing Costs

- Promotional graphics created by TU's Art Services: Design-\$187.50; Posters-\$205.17
- Printed flyers by TU's Print Services: \$26

Other Costs

- Parking for outside guest volunteers: \$12

Total Cost: \$746

Campus Organizations

- Office of Sustainability
 - Coordinated event logistics
 - Provided volunteers from office to assist with day of coordination, set up, and help with DIY projects (2 volunteers day of, with 3 additional student volunteers to assist with social media promotion and flyer posting)
- Office of Civic Engagement & Social Responsibility
 - Provided resources for DIY giveaways
 - Provided EcoRep volunteers for event (6 rotating throughout the event to assist with set up, DIY projects, and break down)
- Campus Recreational Services
 - Provided volunteers from department to be expert fixers (did 2 individual 1.5-hour shifts)
- Office of Technology Services
 - Provided volunteers from office to answer computer questions and talk about reconditioning computers (did 2 individual 1.5-hr shifts)
- Theater Arts Department
 - Provided volunteer from department to lead DIY project and answer sewing/clothing patching questions (1 volunteer for 3-hr event)
- Marketing & Communications
 - Collaborated by joining their rebranding campaign with the Fix It Fair; T-Shirt Swap was held at the same time and both offices promoted each other's events
- Athletics Department
 - Donated excess t-shirts from March Madness event; 27 were brought to the event

6. Describe the Results of this campaign component

a. General results

- **TU News Story:** The TU news team wrote an article about the event, highlighting the sustainable efforts and conversation that the Office of Sustainability wanted to provoke during the Fix It Fair. The story was tweeted out by TU's official Twitter account, TU News and the campus president, Dr. Kim Schatzel.
[https://www.towson.edu/news/2019/t-shirt-swap-tuesday.html?utm_source=news&utm_medium=newsfeed&utm_source=dailyfeature&utm_medium=tu today](https://www.towson.edu/news/2019/t-shirt-swap-tuesday.html?utm_source=news&utm_medium=newsfeed&utm_source=dailyfeature&utm_medium=tu%20today)
- **TU YouTube Channel & Twitter Account:** TU's official Twitter account posted a YouTube video highlighting Marketing & Communications' T-shirt Swap to roll out TU's new brand and Marketing's collaboration with Office of Sustainability during the Fix It Fair to repurpose the t-shirts into reusable bags.
<https://www.youtube.com/watch?v=ITChldsMu2w&feature=youtu.be>
- **Local News Coverage:** WJZ covered TU's roll out of the new TU logo, Marketing's T-shirt Swap to promote TU's rebranding, and its partnership with the Fix It Fair. The story ran in their evening news on 3/12. A short clip of the Office of Sustainability's interview on repurposing shirts was included:
<https://baltimore.cbslocal.com/2019/03/12/towson-university-new-logo/>

- **New Inter-University Partnerships:** The Office of Sustainability will work with Marketing & Communication for future T-shirt Swap events to responsibly repurpose the old t-shirts.
- **Overall Positive Feedback:** Immediate feedback from students, volunteers, and staff was positive. The DIY component was very popular and well received. Of the participants who signed in, 18 indicated they'd like to receive updates of future events. A survey was emailed to all participants who provided an email address. 75% of respondents rated their satisfaction of the event as 5-very satisfied, while 25% rated their satisfaction as 4-satisfied.

b. Specific measurable impact figures,

Marketing Engagement, Social Media:

- Valentine’s Day Themed Post:
 - Instagram—23 likes
 - Facebook—67 people reached, 4 engagements
- Week Before Reminder Post:
 - Instagram—23 likes
 - Facebook—125 people reached, 7 engagements, 1 like
- Day Before Reminder Post:
 - Instagram—32 likes
 - Instastory “sneak preview” of recipe cards—92 views
 - Instastory “after”/final DIY products—137 views (pin cushion), 126 views (DIY detergent), 123 views (t-shirt bags)
 - Facebook—385 people reached, 43 engagements, 6 likes, 2 shares (this has been our FB page’s top post in 2019 so far)
- Day of Instastories:
 - DIY Projects—143 views
 - Fix It Gear—133 views
 - Fix It Clothes—129 views
 - Fix It Computers—112 views

| Social Media Reach | | | |
|-----------------------|------------|-------------|-------------|
| Social Media Platform | Post | Story | Grand Total |
| Facebook | 577 | | 577 |
| Reach/Views | 577 | | 577 |
| Instagram | 78 | 1073 | 1151 |
| Likes | 78 | | 78 |
| Reach/Views | | 1073 | 1073 |
| Grand Total | 655 | 1073 | 1728 |

Marketing Engagement, Other:

- Bit.ly clicks for shortened link to Google Form RSVP: 23

Attendance Day of Event:

- 44 sign-ins* total between all workshops
 - Some sign-ins were duplicate participants for different workshops (including 3 separate sign in sheets for each student led DIY project).
 - Of the total sign-ins, 37 were unique individuals. 18 unique participants requested updates for future events.
- 20 reusable t-shirt bags created from excess March Madness shirts (no number for shirts brought in by participants)
- 26 mason jar kits created
- 52 detergents created
- Since not all of Fix It Fair’s participants signed in, a total day-of attendance is estimated to be 52-75. This is based off the 52 detergents created and assuming not all participants joined in on every work shop offered.

| Attendance vs. RSVP Clicks | |
|------------------------------------|-------------------|
| Bit.ly RSVP Clicks | Day of Attendance |
| 23 | 52 |
| Success Rate: 226% increase | |

| Event Email Sign Ups vs. Unique Sign Ins | |
|---|-----------------|
| Email Sign Ups | Unique Sign Ins |
| 18 | 34 |
| Success Rate: 53% participants signed up | |

7. What would you do differently in the future?

- Prepare the DIY projects, particularly the mason jar sew kit, as much in advance as possible to allow for a more streamlined workflow for students while still keeping it interactive/allowing students to feel ownership in their DIY project.
- Possibly spread out workshops—either throughout the day or separate events throughout the course of a week or one weekly workshop throughout the course of RecycleMania. This way students have more opportunities to participate.
- If all workshops are going on at the same time, keep workshops on the same floor/in the same area for better access. This was something suggested by several participants and realized the day of the event, as the main traffic was in the 2nd floor lobby of University Union where the DIY projects were.
- One participant asked if we had a geofilter on Snapchat for the event and others agreed it would be a fun way to promote the event in the future. Utilizing Snapchat as a marketing device may have been an even more successful way of engaging participants.

8. What advice would you give to another college that wanted to do a similar effort?

- Keep projects simple—the Mason jar sew kit was probably the most time-intensive project, but doable for the fair. Preparing each component beforehand (besides the actual sewing and hot glue gunning portion) is recommended.
- Collaborate with campus partners to recruit volunteer experts for workshops. The students responded really well to the more interactive projects (such as the DIY student led projects and the Theater Department’s denim repurposing project).
- Run over DIY projects with student volunteers before the event to make sure they’re comfortable leading the project—they’re your experts!

9. Photos and Graphics



Promotional signage designed by TU Art Services for social media posts.

*** RECIPE ***

TITLE: LAUNDRY DETERGENT **10-15 MIN**
PREP TIME

MAKES: 20-40 LOADS **COST:** LESS THAN \$3.00

*** INGREDIENTS ***

1/2 C SAL'S SUDS 1/2 C WHITE VINEGAR
1/2 C BAKING SODA 1 C WATER
10 DROPS ESSENTIAL OIL (OPTIONAL: PEPPERMINT, ORANGE, LAVENDER)

NOTES:
ADD SAL'S SUDS TO BOTTLE, THEN MIX WITH WATER UNTIL DILUTED. ADD BAKING SODA, BORAX, OR WASHING SODA TO BOTTLE. MIX WELL UNTIL POWDER HAS DISSOLVED, THEN SLOWLY ADD VINEGAR & ESSENTIAL OILS AS DESIRED. ENSURE LID IS ON & CLOSED. GIVE FINAL SHAKE.
Use 1-2 TB PER LOAD (ABOUT 1-2 GOOD SQUEEZES)

Recipe for **DIY GLASS CLEANER**
NAME OF PRODUCT

FROM THE KITCHEN OF **INGREDIENTS**
TU Goes Green

PRODUCES 32oz Bottle 1/4 C Vinegar
4 C Water
Spray Bottle

PREP TIME 5 Min

DIRECTIONS

Combine vinegar with warm water in a spray bottle. Shake gently to mix. Now you're ready for streak-free cleaning without harsh chemicals! It's that easy!



Recipe cards for DIY Laundry Detergent and other recipes using gentle, inexpensive, every day products. Created in Canva by Office of Sustainability student employee.



All Purpose Cleaner

ingredients

1 Teaspoon Baking Soda
1/2 Teaspoon Eco Dish Soap
2 Tablespoon Vinegar
Water
Spray bottle
Essential Oil (optional)

directions

Combine Baking Soda, Dish Soap, and Vinegar together in spray bottle. Let sit for a minute. Then fill remainder of bottle with warm water. Let settle. Add a few drops of essential oil if desired.

tip

Add peppermint, lemon, orange or tea tree oils for an extra fresh scent

Recipe for **DIY STAIN REMOVER**
NAME OF DISH

FROM THE KITCHEN OF **INGREDIENTS**
TU GOES GREEN

SERVES 16OZ BOTTLE 1/4 C VEGETABLE-OIL BASED SOAP
1/4 VEGETABLE GLYCERIN
2 TABLESPOONS BORAX
2 TABLESPOONS SUPER WASHING SODA
2 C WARM WATER

PREP TIME 7 MIN

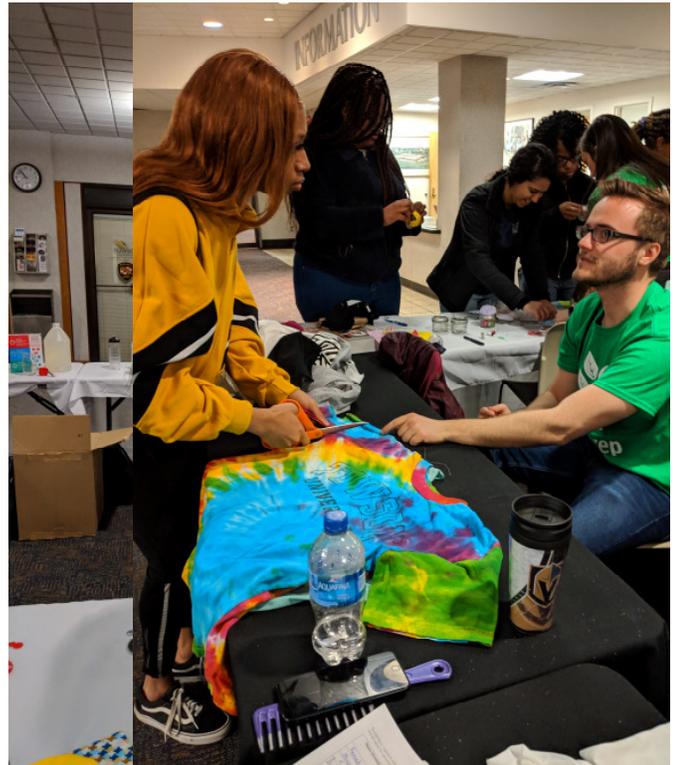
DIRECTIONS

COMBINE BORAX & WASHING SODA WITH WATER IN SPRAY BOTTLE. SHAKE UNTIL DISSOLVED. THEN ADD SOAP AND GLYCERIN. SHAKE UNTIL WELL MIXED.

STORE IN A COOL DRY PLACE.
SHAKE WELL BEFORE USING.
FOR TOUGH STAINS USE A SOFT BRISTLED BRUSH.



Pre-Event set up with Campus Partners: Campus Recreation Services (top left), Office of Technology Services (top right), and the Theater Arts Department (bottom).





Student volunteers at DIY sew kit station (top left), DIY t-shirt bag station (top right), DIY laundry detergent station (bottom).

off their mason jar sew kit and Towson shirt.



Student showing repurposed

Post Details



Towson Goes Green



Published by Gabriela Gnarcceuh [?] · February 14 · 🌐

Happy Valentine's day! Show your gear some love and come to the Fix It Fair on March 12th for demos, workshops, and repair help!

📌 RSVP with the link below 📌

bit.ly/TUFixItFair



Get More Likes, Comments and Shares

Boost this post for \$30 to reach up to 20,000 people.

67

People Reached

4

Engagements

Boost Post

Like

Comment

Share



Performance for Your Post

67 People Reached

0 Likes, Comments & Shares *i*

| | | |
|-------------------|---------------------|-----------------------|
| 0 Likes | 0 On Post | 0 On Shares |
|-------------------|---------------------|-----------------------|

| | | |
|----------------------|---------------------|-----------------------|
| 0 Comments | 0 On Post | 0 On Shares |
|----------------------|---------------------|-----------------------|

| | | |
|--------------------|---------------------|-----------------------|
| 0 Shares | 0 On Post | 0 On Shares |
|--------------------|---------------------|-----------------------|

4 Post Clicks

| | | |
|-------------------------|----------------------------------|-----------------------------------|
| 4 Photo Views | 0 Link Clicks <i>i</i> | 0 Other Clicks <i>i</i> |
|-------------------------|----------------------------------|-----------------------------------|

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Facebook Analytics for 1st post about Fix It Fair.

Post Details

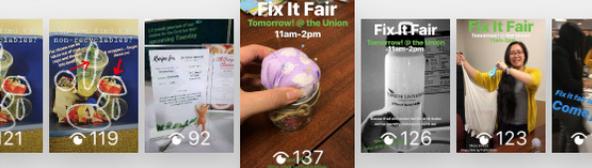
Towson Goes Green
 Published by tu_goes_green [?] · March 11 at 11:54 AM · 🌐

Are you ready for the Fix It Fair? Don't forget to stop by the Union tomorrow between 11-2! Check out our instastory for the final DIY products (T-Rex not included) 🗑️🌱🌸

#towsonuniversity #gotigers #gogreen #fixit #wasteless



8:41



Interactions ⓘ

6
Actions taken from this story

Shares 5

Profile Visits 1

Discovery ⓘ

137
Accounts reached with this story

Impressions 172

Follows 0

Navigation 145

Back 5

Forward 113

Next Story 10

Exited 17

Performance for Your Post

387 People Reached

11 Reactions, Comments & Shares ⓘ

| | | |
|---------------|--------------|----------------|
| 8 Like | 6 On Post | 2 On Shares |
| 1 Love | 0 On Post | 1 On Shares |
| 0 Comments | 0 On Post | 0 On Shares |
| 2 Shares | 2 On Post | 0 On Shares |

32 Post Clicks

| | | |
|------------------|--------------------|----------------------|
| 7 Photo Views | 0 Link Clicks ⓘ | 25 Other Clicks ⓘ |
|------------------|--------------------|----------------------|

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Facebook Analytics for reminder post day before the event. Post shows the “before” products from the DIY component

Instastory analytics for day before the event reminder post. 3 Instastories demonstrating the 3 “after” products from the DIY component.