



Student-Led Sustainability Project  
GreenLight Solutions  
GLSolutions.org

# Mill Fall 2024 Green Paper

## PROJECT TEAM

**Solutioneers:** [Brogan Lowlar](#) | [Elsia Rodriguez](#) | [Ty Cowie](#) | [Michelle Corrales](#) | [Saumya Lamba](#)

## PROJECT PARTNER

**Mill:** [Jessica Spriggs](#) & [Bill Kingman](#)

Community outreach in the Phoenix Valley to secure Mill compost service subscriptions through email marketing and event tabling.

## CHALLENGES

Effectively engaging the Phoenix Valley community to raise awareness about Mill x R.City subscriptions and convert interest into 10 new sign-ups by December 2024.

## SOLUTIONS

To promote Mill x R.City subscriptions, our team:

- Identified key audiences for outreach
- Executed digital marketing strategies
- Directly engaged with potential customers at a local farmers' market

## STRATEGIES

Tabled at a local farmers' market, emailed green businesses, and engaged friends and family networks to amplify awareness and encourage subscriptions.

## BENEFITS

### Project Partner

Gained growth and visibility of the Mill x R.City program in the Phoenix Valley.

### Solutioneers

Gained valuable experience in community outreach, marketing strategies, and project implementation.

### Our Community

Built a stronger connection between sustainable businesses and local residents, encouraging environmentally-conscious behaviors.

# OUTCOMES

5 Mill Bins Acquired

1 Tabling event | 75 Fliers Distributed | 425 Emails Sent

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