



Alissa Ralston

Promotional Summary

internship July 9, 2018

- We started this internship July 9, 2018 with the Elizabeth River Project and completed 200 hours for credit.
- The Elizabeth River Project did a study on the Indian River because it has poor water health.
- The study found that 80% of the bacteria in the water contained dog waste.
- We were tasked with the Scoop the Poop campaign. This is a door to door campaign, and we also had to do table events.
- In addition to the door to door campaign, we also had to go to the surrounding neighborhoods and put door hangers on everyone's doors.
- For our door to door campaign we reached about 500 houses.
- We reached about 200 houses for the door hanging portion.
- The majority of people were not home, ignored us, or had a no solicitors sign on their door.
- We noticed it was difficult to reach people that didn't want to talk about dog poop.
- A lot of this was an experiment to see how the public would react, we believe there could be some other methods. These methods are highlighted in the PowerPoint.