



**COAL COMBUSTION
PRODUCTS PARTNERSHIP**

Developing Your Leader Program

Welcome to the C²P² Leader program! There are many ways leaders can educate organizations about C²P² and the beneficial use of coal combustion products (CCPs). C²P² is flexible and encourages leaders to design and implement efforts that work best for them. The following are some suggestions you can incorporate into your C²P² leader program:

- Conduct a C²P² membership drive. A membership drive can be as simple as educating your members or constituents about C²P² and the beneficial use of CCPs. How you do this, electronically, by mail, or face-to-face, is completely up to you.
- Feature C²P² in your publications. Place an article featuring C²P² in your publications. You can contact the C²P² Information Center to help you develop articles.
- Offer C²P² presentations at conferences and meetings. C²P² can supply slides and information packets for you to hand out, and C²P² representatives might be available to speak at your events.
- Sponsor an awards program. Offer awards to organizations that have made substantial progress in increasing the beneficial use of CCPs. If you already have an environmental awards program, consider giving applicants credit for being C²P² members.
- Distribute C²P² publications. Pass C²P² publications on to your members or constituents or maintain a technical library for them to consult as needed.
- Advertise your support for C²P². Issue a press release announcing your endorsement of C²P², maintain a C²P² page on your Web site, or provide a link to the C²P² home page.
- Use the C²P² logo. Place the logo on organizational materials such as letterhead, reports, Web site, t-shirts, hats, and more. For more details on using the C²P² logo, see "Using the C²P² Logo."
- Provide technical assistance. Offer free technical assistance to C²P² members.
- Recognize C²P² partners. Publicize and congratulate your members and constituents when they join the program and inform them of other members that have joined.

For more information, please contact the C²P² Information Center at 800 EPA-WISE (372-9473), or visit the Web site at www.epa.gov/epaoswer/osw/conserva/c2p2.

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