



Many of us in the developed world are fortunate to have reliable access to clean, safe water and wastewater services. Unfortunately, this privilege is too often taken for granted and many misconceptions still exist about what it takes to provide these essential services.

By working together we stand the greatest chance of positively moving the needle of public opinion and establishing a clear understanding about the value and importance of water, its related infrastructure, and the people who have dedicated their professional lives to keeping it clean, safe and flowing.

It's why WEF launched the WATER'S WORTH IT® campaign on World Water Day 2012 and why we are celebrating the campaign's one-year anniversary with a nationwide call to action for WATER'S WORTH IT® Month Proclamations.

Mayoral/Gubernatorial proclamations are a great way to increase awareness of water as a precious natural resource; declare how valued things are connected to water; and promote protection of water through increasing educational efforts. It encourages elected officials, citizens and civic organizations to become knowledgeable about local water issues and to better acquaint themselves with the challenges involved in maintaining clean water and the largely invisible infrastructure that supports it.

Whether you're a water professional, elected official or simply a concerned citizen, the Water Environment Federation (WEF) believes that WATER'S WORTH IT Month is a fun and easy way for anyone who cares about water to get involved and help raise awareness about this important issue.

The best part is that it doesn't have to be a particular month. It can be any month of the year, the timing that best suits your public outreach efforts. Whether it's a festival or specific activity you have planned, or possibly an upcoming rate increase or public meeting about a key water issue, having a month long celebration of water leading up to your activity will help establish a foundation of understanding so that your community/target audience will be more engaged and receptive to your activity, issue or call to action.

It's our hope that this nationwide call to action will jumpstart a grassroots movement that encourages all communities across the U.S. to become involved.

To help with your efforts, WEF has created a WATER'S WORTH IT® Proclamation Toolkit that includes the following materials:

- **Suggested Steps for Requesting a Proclamation**
- **Tips for Events/Activities in Support of the Proclamation**
- **Sample Request Letter**
- **Sample Proclamation Language**
- **Sample Press Release**
- **Sample PSA Copy**
- **Supporting Artwork:**
  - **Flier**
  - **Web Banners**

WATER'S WORTH IT Month and all of the campaign materials in the online toolkit are designed to help you with your public outreach efforts. Whether it's providing basic messaging to start a brand-new effort or to reinforce an established one, the flexibility of the WATER'S WORTH IT campaign means that there are really no limits for how you can use it.

WEF is here to help so we encourage you to submit questions, comments and suggestions to [WatersWorthIt@wef.org](mailto:WatersWorthIt@wef.org).

We're very grateful for all of the support you have given this campaign so far and thank you for your continued dedication to spreading this important message.

**WATER'S WORTH IT!**

## Suggested Steps for Requesting a Proclamation

Although the procedures and lead-time may vary based on the office you are planning to work with, securing a proclamation is a fairly straightforward process. Below are a few suggested steps for requesting a mayoral (city/town) or gubernatorial (state) proclamation for WATER'S WORTH IT Month.

**Note:** *It is best to allow at least 2-3 months advance time to complete the process.*

### Identify & gather supporting materials:

- Know in advance what it is that you want. Include draft language and any background information that will support your request. *Note: A sample letter of request and draft proclamation language is included below.*
- Have a proposal in mind for how and when the proclamation would be officially presented (e.g. at an open house, town hall meeting, community service event, facility/community project launch, press conference – *additional ideas are included below*).
- Plan to include an invitation for an official to present the proclamation at a specific event, one that is the most public and offers the most potential for press coverage. Aim high; ask for the mayor, the governor, or whoever is the highest-ranking official within the office that this receiving your request.
- You will likely have to work through the official's scheduling office for this part of the request. Note that securing a confirmed appearance can be difficult due to scheduling conflicts and last-minute changes. Most offices will at least send a representative.

### Identify the right office & staff:

- Find the right office and the right staff person:
  - Governors: [www.nga.org](http://www.nga.org)
  - Mayors: <http://www.usmayors.org/meetmayors/citiesonline.asp>
  - Determine which office is responsible for issuing proclamations and resolutions. This will vary by state and city, and may be any one of the following: Public Relations, Public Information Office, Press Office, Proclamation Office, etc.
  - Some public offices provide online proclamation forms directly on their website or you can call/email one of the offices listed above to request the proper procedures. Contact information will be available on the public official's website.

## Follow-up:

- Follow-up within a week to make sure they received materials, ask if there are any questions, ask what action they plan to take, and the estimated timeframe.
- If the answer is yes, ask when a copy of the signed document will be sent to you or posted online. Always ask if you/your group can be present for a photo of the signing and if you included an invitation to the official with your proclamation request, now is the time to follow-up with the scheduling office.
- Send a thank you letter to the sponsoring office, including details for related events, activities, and possible media coverage.
- Note that a written proclamation is typically valid for the month of the year it was requested. Unless the governing body to which you are making the request has a policy against or limiting the number of proclamations, you should consider requesting the proclamation annually or bi-annually.

## Supporting Ideas/Event/Activities:

- Issue a press release announcing the proclamation. If you are planning a presentation event it is recommended that you issue the release **no later** than one week prior to the event. If the sponsoring official or representative will be attending your event, you should also consider coordinating publicity efforts with their press office. If you are not planning a presentation event, you can issue the press release at your discretion
- Take advantage of the no-cost, campaign materials that are available in the WATER'S WORTH IT online toolkit (<http://www.waters-worth-it.org/get-started/>). Materials include logos, fact sheets, ads, bill stuffers, brochures, and a suite of media outreach materials.
- Add the WATER'S WORTH IT Month web banner to your website. *Web banner art is available in the WATER'S WORTH IT online toolkit*
- Place a WATER'S WORTH IT Month flier and campaign materials in your utility, place of business, local environmental events, town hall meetings, local government meetings, etc. *A customizable flier is available in the WATER'S WORTH IT online toolkit*
- If budget allows, consider securing citywide signage such as a highway billboard or pole signs in the downtown area. *Contact [WatersWorthIt@wef.org](mailto:WatersWorthIt@wef.org) for assistance with artwork.*
- Consider working with your local chamber of commerce to help promote the month and related activities (eg., have local merchants place a simple 8x10 sign in their windows).
- If budget allows, consider creating a thirty-second radio or television PSA for your local cable or network affiliates; many times local networks will have dedicated time for PSAs at no-cost or a reduced rate. *Sample PSA copy is included below.*

- Take advantage of the other public outreach programs and materials that are available from the Water Environment Federation, including:
  - World Water Monitoring Challenge™ - [www.monitoring.org](http://www.monitoring.org)
  - Water for Jobs: Water Puts America to Work – [www.WaterforJobs.org](http://www.WaterforJobs.org)
  - WEF Public Education Webpage - <http://www.wef.org/PublicInformation>

## SAMPLE REQUEST LETTER

# WATER'S WORTH IT®

[Date]

[insert name & address]

Dear [Name],

I am writing to request that [MONTH] be proclaimed as WATER'S WORTH IT® Month in the [JURISDICTION].

Created by the Water Environment Federation ([www.wef.org](http://www.wef.org)), the WATER'S WORTH IT® campaign helps to answer the questions about how our actions, attitudes, and the things we value most are so closely connected with water. The goal of the campaign is to raise awareness about the value and importance of water, water-related issues, and the work that water professionals do every day to provide these vital services.

It is our intention to tie this outreach effort into [insert details about an event, activity or call to action].

This proclamation would allow us to implement the important messages of the WATER'S WORTH IT campaign and we hope, engage local citizens in water awareness, conservation and appreciation for this precious, yet finite resource.

I would be particularly honored to have you present this proclamation at the [insert presentation details].

Please feel free to contact me at [insert contact details] with any questions. Additional background material about the WATER'S WORTH IT campaign can be found at [www.WatersWorthIt.org](http://www.WatersWorthIt.org).

Thank you for your consideration of this request and I look forward to working with your office on this important endeavor.

Sincerely,

**[DRAFT] PROCLAMATION**

***WATER'S WORTH IT® Month***

The month of [MONTH] has been proclaimed as WATER'S WORTH IT® Month in the [JURISDICTION].

**WHEREAS**, WATER'S WORTH IT Month is being promoted by the [NAME OF REQUESTEE] to help increase community awareness of [JURISDICTION]'s most precious natural resource; and

**WHEREAS**, WATER'S WORTH IT is a campaign by the Water Environment Federation that helps to create a deeper understanding and appreciation for water by showing how our actions, attitudes, and the things we most value are so closely connected with it; and

**WHEREAS**, WATER'S WORTH IT Month is one of the many ways to help promote the protection of [JURISDICTION]'s water by increasing public outreach and educational efforts. Efforts include [insert specific action; eg. city-wide marketing and promotional opportunities; and literature and tips for how citizens can conserve and protect water]; and

**WHEREAS**, WATER'S WORTH our respect, communities are built on water; and

**WHEREAS**, WATER'S WORTH our effort, clean water is everyone's responsibility; and

**WHEREAS**, WATER'S WORTH our health, water is life; and

**WHEREAS**, WATER'S WORTH our future, dealing with aging infrastructure and key water quality issues directly correlates to a sound and thriving economy; and

**WHEREAS**, WATER'S WORTH our passion as we find solutions for sustainably managed water resources in the 21<sup>st</sup> Century; and

**WHEREAS**, the protection and conservation of [CITY/TOWN/STATE]'s water improves the quality of life by having a cleaner and more abundant supply of water now and in the future and reduces the cost of water and wastewater treatment; and

**WHEREAS**, all citizens need to be responsible consumers of our water resources and become knowledgeable about the challenges involved in maintaining clean water and the vital infrastructure that supports it.

**NOW THEREFORE, BE IT RESOLVED** that the [TITLE] of [JURISDICTION] proclaims [DATE] as ***WATER'S WORTH IT Month in the [JURISDICTION]***.

**Done this [DATE], in [CITY], [STATE].**  
\_\_\_\_\_  
Governor or Mayor [NAME]

## SAMPLE PRESS RELEASE

[INSERT LOGO]

### FOR IMMEDIATE RELEASE

Media Contact: [Insert Name]

[Insert phone number and email address]

Date

**[INSERT NAME] Wants You to Know That WATER'S WORTH IT!**  
*Dedicated Month Helps Raise Awareness About the Value, Importance of Water*

[City, State] – Water should be clear, but not invisible. Indispensable to jobs, the economy, our health, and our communities, water runs through our lives in many ways. Everyone uses water and everyone must be responsible for it. To do that, we each need to learn to value water and come together to share an important message about water's worth.

To help area residents better understand the issues and learn how they can help, [INSERT PUBLIC OFFICIAL] has declared [MONTH] as WATER'S WORTH IT™ Month in [JURISDICTION]. This month-long celebration of water will help shine a spotlight on how our actions, attitudes, and the things we most value are so closely connected with water.

[INSERT LOCAL DETAILS: intent of the proclamation, related activities, and/or details about the proclamation presentation with the sponsoring official or representative]

[INSERT QUOTE]

Everyone who uses water is encouraged to join this coordinated effort to raise awareness about the value and importance of water. By combining our voices for water, each of us can contribute to a positive change. Be as good to water as water's been to you. WATER'S WORTH IT!

To learn more about WATER'S WORTH IT Month, visit [insert local website]. To learn more about the national WATER'S WORTH IT® campaign, visit [www.WatersWorthIt.org](http://www.WatersWorthIt.org).

[Insert Boilerplate]

## **SAMPLE PSA COPY**

Water is important to all of us here in [JURISDICTION]. It's closely tied to our culture, our economy and our very way of life. We all need clean, safe water and wastewater services to protect our health, the environment, and our quality of life....**PAUSE**...yet, it's so often taken for granted.

It's time for that to change.

This [MONTH], during Water's Worth It Month in [JURISDICTION], I encourage you to think about what water's worth to you, how you can help share this important message, and the small things you can do everyday to help us conserve and protect this precious resource.

Big things can happen with just a little effort. Let's work together to take care of our water....**PAUSE**...it's worth it. To learn more, visit [www.WatersWorthIt.org](http://www.WatersWorthIt.org).