WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION

Outreach Toolkit for Charities

The Wyland National Mayor's Challenge for Water Conservation August 2020

A Great Way For Charities To Go Green

NATIONAL PRESENTING PARTNER:
TOYOTA
IN ASSOCIATION WITH:

WaterSense Meets EPA Criteria · NATIONAL LEAGUE of CITIES · TORO · EARTH FRIENDLY PRODUCTS · conserva irrigation

Welcome Charities!

Welcome to the Wyland National Mayor's Challenge for Water Conservation. This landmark nonprofit campaign at www.mywaterpledge.com is now entering its 9th year encouraging people from all walks of life to help ensure a sustainable future for our communities. This year, we have new and exciting ways for charities and their members to take part. This tool kit is designed to answer your questions about fun and exciting ways to participate in the program, including timing, prizes, and ways to spread the word. If you have any questions, please contact the foundation at 949-643-7070.

Sincerely,

Steve Creech
Executive Director

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FAQs about the Wyland National Mayor's Challenge for Water Conservation

About the campaign: Now in its 9th year, the annual Wyland National Mayor's Challenge is a non-profit national community service campaign to generate community enthusiasm for saving water, energy, and reducing pollution

Key Benefit: Turnkey, effortless way to encourage stakeholders in your community practice sustainability and win 100s of prizes, including $3,000 toward their annual Utility Bills. Plus, a deserving charity will receive a 2020 Toyota Highlander Hybrid for its organization.

How it Works: The mayor's challenge is a friendly competition between cities across the country, August 1-31, that uses a series of online pledges to see which city can be the most water wise. Cities with the highest percentage of residents who make a pledge are entered into a prize drawing for home irrigation kits, home improvement store gift cards, green cleaning supplies and more. Cities will compete in the following five population categories: 5,000-29,999, 31,000-99,999, 100,000-299,999. 300,000-599,999, 600,000+). Any resident from a winning city who made a pledge is eligible to win.

How Your Charity Can Win the Toyota Highlander Hybrid

1. Take a pledge on behalf of your city at www.mywaterpledge.com
2. Enter the prize drawing and nominate your favorite local charity
3. The charity with the most nominations from each winning city will be invited to submit a questionnaire to share how they would be use the Highlander Hybrid to serve their community.
4. The charity with the highest service score based on the judging criteria will receive the vehicle.

Community Prize: 2020 Toyota Highlander Hybrid

Judging Criteria / Rubric 3+ judges

Judging Criteria	3	2	1
Need	Charity demonstrates an immediate need to vehicale donation	Charity demonstrates some need to vehicale donation	Charity shows little or no immediate need for vehicle donation
Benefit to Community	Charity can show measurable benefit for its service area from donation	Charity can show general benefit, but lacks clarity	chairty shows little or now measurable benefits for its service area from donation
Plan	Chairty has a clear long term plan for inteded use of donaion	charity long term plan for use, but lacks clarity	Charity has no clear long term plan for inteded use of donation

2019 Charity Winner Results

Non-Profit	Need Judge 1	Need Judge 2	Need Judge 3	Benefit to Community Judge 1	Benefit to Community Judge 2	Benefit to Community Judge 3	Plan Judge 1	Plan Judge 2	Plan Judge 3	Total Score
Athens Area Emergency Food Bank, Athens, GA	2	3	2	2	3	3	2	2	2	21
Clintonville-Beechwold Community Resources Center, Columbus, OH	3	3	3	3	3	3	3	3	3	27
D.A.R.E. Rexburg (Drug Abuse Resistance Education), ID	3	3	3	3	3	3	3	3	3	27
Family Crisis Center, Rexburg, ID	3	3	2	3	3	3	2	2	2	23
Flagler Humane Society, Palm Coast, FL	2	2	2	2	3	3	1	3	2	20
Humane Society of Southern Arizona, Tucson, AZ	2	2	1	3	3	3	2	2	2	20
Palm Coast Arts Foundation, Palm Coast, FL	1	2	1	2	3	2	1	2	2	16
Watershed Management Group, Tucson, AZ	1	2	2	2	3	3	2	2	2	19

Judging Criteria	3	2	1
Need	Charity demonstrates an immediate need to vehicale donation	Charity demonstrates some need to vehicale donation	Charity shows little or no immediate need for vehicle donation
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How It Works

How cities can participate — Do as much as suits your city!

The 9th Annual National Mayor's Challenge for Water Conservation is a friendly non-profit competition between cities across the country, August 1 - 31, that uses a series of online pledges (mywaterpledge.com) to see which city can be the most water wise. In addition to individual reductions in water consumption, energy use, and pollution, residents can save money, help their city meet conservation goals — and earn a chance to win any of hundreds of great prizes – including a Grand Prize $3,000 toward their Home Utility Bills, home irrigation kits, home improvement store gift cards, and more. Plus, a deserving charity will receive a 2020 Toyota Highlander Hybrid for its organization. Cities compete in the following population categories: 5,000-29,999 residents, 30,000-99,999 residents, 100,000-299,999 residents, 300,000-599,999 residents, and 600,000+ residents. Winning cities are the cities with the highest percentage of residents participating in the Challenge. Residents from the winning cities will be entered to win thousands of dollars in eco-friendly prizes. Custom created social media sharing functions and prize incentives make the Challenge easy for residents and cities to get involved. Once a resident takes the Challenge, they can share with hundreds of their friends and family. Residents can even track their city's standings throughout the month to see if they need to get even more friends and neighbors involved. Everyone is playing to win! For complete rules and prizes, go to www.mywaterpledge.com

[1] *How A Charity in Your City Can Win A Toyota Highlander Hybrid*

- Take a pledge on behalf of your city at www.mywaterpledge.com
- Enter the prize drawing and nominate your favorite local charity
- The charity with the most nominations from each winning city will be invited to submit a questionnaire to share how they would use the Highlander to serve their community.
- The charity with the highest service score based on the judging criteria will receive the vehicle.

The Wyland Foundation has put together the following list of suggestions and easy-to-implement resources.
Sign the letter of support at www.wylandfoundation.org/p/mayors

1) Take advantage of the benefits by reminding your residents that the program includes:

- One-click sign-up with no costs, no gimmicks
- Prize opportunities for sharing with friends and family
- Customized web page for your city with video message from your mayor or local water expert
- National advertising in print, announcements through campaign partners, local market animated public service announcements
- A supplemental web site (in addition to the main site) for kids and schools to help the city win the Challenge
- Hundreds of prizes for residents of the participating winning cities

2) Stir up a buzz with your own city sponsored outreach:

- Banners and links to the water pledge on city websites
    - www.mywaterpledge.com will provide you with an official online badge that shares your current standings throughout the month.
- Stir up a buzz on social networks
- Reach out to local media outlets to get involved
- Street banners or electronic road signs
    - “Beat (city name)! Take the Mayor’s Challenge for Water Conservation, August 1-31. Learn more at mywaterpledge.com.”
- Bill stuffers (electric, water, gas, trash)
- Public Access TV (See Ex. Redondo Beach Mayor Mike Gin PSA)
- Billboards/Posters
- Bus tail signage / waste hauler truck signage
- Engage local utilities to reach out
- Community newsletters

For 2019 Columbus completed the Wyland National Mayor's Challenge for Water Conservation in the #1 position in its population category!

3) Communications tips: Your residents may hear about the Challenge via our ads and promotions in USA Today, Facebook, Twitter, YouTube, and various national and local media outlets. The following are key ways your city can build on that enthusiasm, whether you join the Challenge on day one or day thirty:

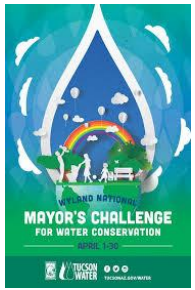
- Encourage residents to help your city reach the Daily Top Ten (cities with the largest percentage of residents who've made water reduction commitments) http://www.mywaterpledge.com/master-top-ten/
- Incentivize residents to take the pledge with chances to win great prizes – including $3,000 toward their home utilities, water-savings products for their home, rebates, and more
- Inspire a friendly rivalry for resource management with a bordering city a la famous football rivalries like USC vs. UCLA, Auburn vs. Alabama, Ohio St. vs. Michigan
- Remember: the Challenge ties in perfectly with state water, energy, waste reduction, and GHG management plans, such as California's AB32 or Texas' SB 184
- Reach out to local media outlets to get involved

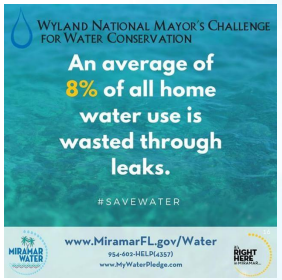
4) Community Events

- Host a press conference or conservation fair in your city to kick-off National Water Quality Month and help spread the word to your residents. We'd be happy to share past examples. Just email us at mayorschallenge@wylandfoundation.org
- Mayors may invite all citizens to city hall or the library for a day of water conservation pledges. Mayor and city can select one day in the month of August to promote water conservation and protect watersheds at a special event.
- Pledge Drives: City public works departments can set-up their own water conservation pledge drive, invite the media, and build a legacy for their city's participation in this national water conservation program.

5) Consider putting together a steering committee of representatives from a cross section of stakeholders in your community, including (but not limited to):

- City Manager's Office
- Public Works
- Public Information Office
- Local Service Groups (Rotary, Assistance League, Lions, VFW, Kiwanis, etc.)
- School Districts (Administrators, Principals, Teachers, PTA) A supplemental website created exclusively for schools to participate is available. http://www.mywaterpledge.com/campaign/kids-campaign/
- Chamber of Commerce (engage local businesses)
- Local Water District

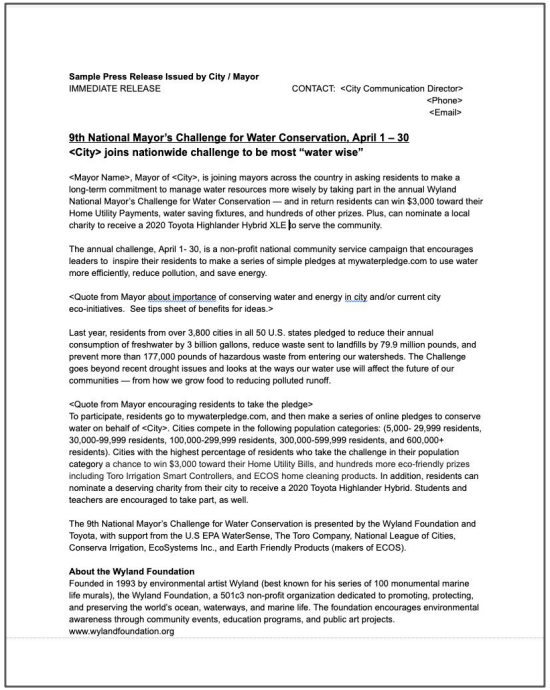




Sample Press Releases

Download the editable word document versions for use here: www.mywaterpledge.com/files

Sample Press Release Issued by City / Mayor



Sample Press Release Issued by City / Mayor

IMMEDIATE RELEASE

CONTACT: <City Communication Director>
<Phone>
<Email>

9th National Mayor's Challenge for Water Conservation, April 1 – 30
<City> joins nationwide challenge to be most "water wise"

<Mayor Name>, Mayor of <City>, is joining mayors across the country in asking residents to make a long-term commitment to manage water resources more wisely by taking part in the annual Wyland National Mayor's Challenge for Water Conservation — and in return residents can win $3,000 toward their Home Utility Payments, water saving fixtures, and hundreds of other prizes. Plus, can nominate a local charity to receive a 2020 Toyota Highlander Hybrid XLE to serve the community.

The annual challenge, April 1- 30, is a non-profit national community service campaign that encourages leaders to inspire their residents to make a series of simple pledges at mywaterpledge.com to use water more efficiently, reduce pollution, and save energy.

<Quote from Mayor about importance of conserving water and energy in city and/or current city eco-initiatives. See tips sheet of benefits for ideas.>

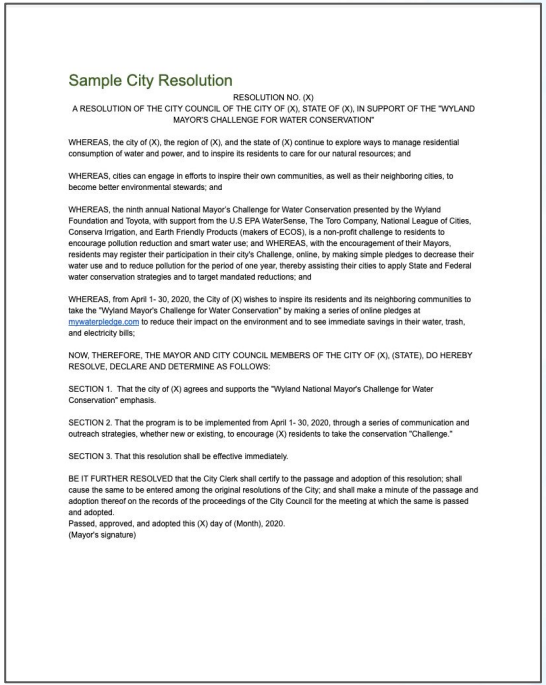
Last year, residents from over 3,800 cities in all 50 U.S. states pledged to reduce their annual consumption of freshwater by 3 billion gallons, reduce waste sent to landfills by 79.9 million pounds, and prevent more than 177,000 pounds of hazardous waste from entering our watersheds. The Challenge goes beyond recent drought issues and looks at the ways our water use will affect the future of our communities — from how we grow food to reducing polluted runoff.

<Quote from Mayor encouraging residents to take the pledge>
To participate, residents go to mywaterpledge.com, and then make a series of online pledges to conserve water on behalf of <City>. Cities compete in the following population categories: (5,000- 29,999 residents, 30,000-99,999 residents, 100,000-299,999 residents, 300,000-599,999 residents, and 600,000+ residents). Cities with the highest percentage of residents who take the challenge in their population category a chance to win $3,000 toward their Home Utility Bills, and hundreds more eco-friendly prizes including Toro Irrigation Smart Controllers, and ECOS home cleaning products. In addition, residents can nominate a deserving charity from their city to receive a 2020 Toyota Highlander Hybrid. Students and teachers are encouraged to take part, as well.

The 9th National Mayor's Challenge for Water Conservation is presented by the Wyland Foundation and Toyota, with support from the U.S EPA WaterSense, The Toro Company, National League of Cities, Conserva Irrigation, EcoSystems Inc., and Earth Friendly Products (makers of ECOS).

About the Wyland Foundation
Founded in 1993 by environmental artist Wyland (best known for his series of 100 monumental marine life murals), the Wyland Foundation, a 501c3 non-profit organization dedicated to promoting, protecting, and preserving the world's ocean, waterways, and marine life. The foundation encourages environmental awareness through community events, education programs, and public art projects.
www.wylandfoundation.org

Sample City Resolution



Sample City Resolution

RESOLUTION NO. (X)
A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF (X), STATE OF (X), IN SUPPORT OF THE "WYLAND MAYOR'S CHALLENGE FOR WATER CONSERVATION"

WHEREAS, the city of (X), the region of (X), and the state of (X) continue to explore ways to manage residential consumption of water and power, and to inspire its residents to care for our natural resources; and

WHEREAS, cities can engage in efforts to inspire their own communities, as well as their neighboring cities, to become better environmental stewards; and

WHEREAS, the ninth annual National Mayor's Challenge for Water Conservation presented by the Wyland Foundation and Toyota, with support from the U.S EPA WaterSense, The Toro Company, National League of Cities, Conserva Irrigation, and Earth Friendly Products (makers of ECOS), is a non-profit challenge to residents to encourage pollution reduction and smart water use; and WHEREAS, with the encouragement of their Mayors, residents may register their participation in their city's Challenge, online, by making simple pledges to decrease their water use and to reduce pollution for the period of one year, thereby assisting their cities to apply State and Federal water conservation strategies and to target mandated reductions; and

WHEREAS, from April 1- 30, 2020, the City of (X) wishes to inspire its residents and its neighboring communities to take the "Wyland Mayor's Challenge for Water Conservation" by making a series of online pledges at mywaterpledge.com to reduce their impact on the environment and to see immediate savings in their water, trash, and electricity bills;

NOW, THEREFORE, THE MAYOR AND CITY COUNCIL MEMBERS OF THE CITY OF (X), (STATE), DO HEREBY RESOLVE, DECLARE AND DETERMINE AS FOLLOWS:

SECTION 1. That the city of (X) agrees and supports the "Wyland National Mayor's Challenge for Water Conservation" emphasis.

SECTION 2. That the program is to be implemented from April 1- 30, 2020, through a series of communication and outreach strategies, whether new or existing, to encourage (X) residents to take the conservation "Challenge."

SECTION 3. That this resolution shall be effective immediately.

BE IT FURTHER RESOLVED that the City Clerk shall certify to the passage and adoption of this resolution; shall cause the same to be entered among the original resolutions of the City; and shall make a minute of the passage and adoption thereof on the records of the proceedings of the City Council for the meeting at which the same is passed and adopted.
Passed, approved, and adopted this (X) day of (Month), 2020.
(Mayor's signature)

WNMC Sample National Press Release

FOR IMMEDIATE RELEASE

CONTACT: STEVE CREECH
949.436.2489
steve.creech@wylandfoundation.org

9th Annual Wyland National Mayor's Challenge for Water Returns Aug. 1-31 In Support of Water Quality Month

Campaign reminds people that even during tough times smart water use matters; Participants can nominate a charity in their city to receive a new-generation 2020 Toyota Highlander XLE Hybrid and win thousands in eco-friendly prizes

The annual Wyland National Mayor's Challenge for Water Conservation will relaunch in August as part of national water quality month, Aug. 1-31. The program, which was postponed in April due to coronavirus, encourages residents across America to make small changes in their lives to better manage our water resources and improve the health of our ocean, lakes, rivers, streams, and wetlands.

Presented nationally by the Wyland Foundation and Toyota, the campaign rewards residents who take part with a chance to win $3,000 toward their home utility bills, home irrigation makeovers, environmentally friendly cleaning products, and hundreds more eco-friendly prizes. Residents can also nominate a deserving charity in their city to receive a 2020 new-generation Toyota Highlander Hybrid XLE. Cities with the most residents that make pledges qualify for over $50,000 in prize drawings. Residents make their pledges online at www.mywaterpledge.com throughout the month of August.

In the wake of the current pandemic, the campaign will provide residents with more opportunities to get involved safely from home, including making water-friendly lifestyle changes on behalf of their city, undertaking home-based environmental projects that add up to cleaner, safer communities, and sharing tips and strategies with friends and neighbors. Last year, mayors from 39 states encouraged residents to make more than 740,000 pledges to promote drought resiliency, protect watersheds, and reduce stress on aging water infrastructure.

"It's more important than ever to maintain smart habits that support the health of the world around us -- especially when it comes to our water and air, " said marine life artist and conservationist Wyland. "If Covid has taught us anything, it's that we can change behaviors for the benefit of everybody."

The national launch will take place on Aug. 1, with the introduction of a suite of social media video releases, featuring water-saving tips from celebrities, including Pearl Jam's Eddie Vedder, Hip Hop's Pitbull, Comedian Jon Lovitz, and Actor Pierce Brosnan, and Artist Wyland, as they home shelter. Despite school closures, teachers working remotely are also encouraged to engage their students to take part by accessing a special section of the website to make a series of water-saving commitments with their classes and win classroom supplies and gift cards for their school.

The non-profit campaign, which has included numerous live events, educational tours, and hundreds of city-led activities over the past decade, is presented in association with The Toro Company, EPA WaterSense, National League of Cities, Conserva Irrigation, and Earth Friendly Products (makers of ECOS). The Challenge encourages residents to follow their city's progress throughout the month and to use that information to encourage friends, neighbors, businesses, and civic groups to get involved.

About the Wyland Foundation
Founded in 1993 by environmental artist Wyland (best known for his series of 100 monumental marine life murals), the Wyland Foundation, a 501c3 non-profit organization dedicated to promoting, protecting, and preserving the world's ocean, waterways, and marine life. The foundation encourages environmental awareness through community events, education programs, and public art projects. www.wylandfoundation.org

Sample Social Media Posts

Facebook/Instagram: Be sure to tag @WylandFoundation

- Save water. Save the Planet! It's FREE, Take the Mayor's Challenge for Water Conservation August 1-31th mywaterpledge.com
- Did you know? The amount of water leaked from U.S. homes could exceed more than 1 trillion gallons per year. That equals the annual water use of Los Angeles, Chicago, and Miami combined. Take the National Mayor's Challenge for Water Conservation and do your part to conserve water at mywaterpledge.com @wylandfoundation
- It's free and only takes 1 minute. Make your pledge to conserve water and save energy during National Water Quality Month, and you can win $3,000 toward your annual utility bills, water saving fixtures, and hundreds of prizes. Mywaterpledge.com @wylandfoundation
- Join Mayor <mayor name> in reducing <city's> water consumption and energy usage- and help <city> win the title of the "Most Water Wise" in the nation. You not only help our planet but if your city wins you are entered to win great prizes. Mywaterpledge.com @wylandfoundation
- Enter to win a $3,000 toward your annual Utility Bills, water saving fixtures, and other prizes through August 31th. All you have to do is let us know how you will be saving water and energy during National Water Quality Month. Residents in the winning cities will be eligible to win hundreds of prizes. Plus, one lucky charity will win a 2019 Toyota Highlander Hybrid Vehicle. Tell all your friends! Mywaterpledge.com @wylandfoundation
- Did you know? It takes water to make energy. Reducing energy use by just 10% could save 600 gallons of water a year- and $150 in energy bills! How will you save energy and water this month? One way is to go to mywaterpledge.com @wylandfoundation
- National Water Quality Month is here! Need suggestions of what you can do? Go to mywaterpledge.com and start to conserve water and energy to win prizes like $3,000 toward your Home Utility Bills, home improvement gift cards, irrigation controllers, and more. Plus, one lucky charity will receive a 2019 Toyota Highlander Hybrid vehicle to serve the community. It's free and only takes a minute. The residents in the cities that have the most participation are eligible to win. Take the pledge now and spread the word to all of your friends! @wylandfoundation
- National Water Quality Day is coming August 22. Join us in celebrating National Water Quality Month by taking part in the National Mayor's Challenge for Water Conservation August 1-31, and tell us ways you plan on saving water, energy, and more. It only takes a minute. Remember EVERY DROP COUNTS at mywaterpledge.com @wylandfoundation

Sample Social Media Posts

Facebook/Instagram cont.

- The city of <city name> is taking part in the National Mayor's Challenge for Water Conservation. We need your help to make our city the most water wise in the nation. Take 1 minute out of your day and go to mywaterpledge.com. You will not only be helping our city win but also helping us do our part in protecting our planet. @wylandfoundation
- Not quite sure what to do for National Water Quality Month? An easy way for you to help protect our planet is to take a minute and go to mywaterpledge.com. Make a simple commitment to reduce water and energy use in your homes, work places, and lives! Every drop counts! @wylandfoundation

Twitter: Be sure to tag @WylandOrg

- #SaveWater and win $3,000 toward your Utility Bills! Take the Mayor's Challenge for Water Conservation now, it's #FREE mywaterpledge.com #mywaterpledge
- Reducing energy use 10% can save up to 600 gal of water a year & $150 in energy bills. How can you help reduce energy? mywaterpledge.com #mywaterpledge
- Need help deciding what to do for #NationalWaterQualitymonth? Take a free pledge to conserve water & energy until Aug 31 & win prizes! mywaterpledge.com #mywaterpledge
- Get involved! Take a free pledge to conserve water & energy. A minute of your time can help save the planet mywaterpledge.com
- Got a minute to spare? Take the Mayor's Challenge for Water Conservation. It's free and you can win great prizes mywaterpledge.com
- Mayor (name) wants (city name) to win the Nat'l Mayor's Challenge for Water Conservation. Take 1minute & help save the planet mywaterpledge.com
- Do your part this National Water Quality Month! Go to mywaterpledge.com and tell us how you will help save our planet. EVERY DROP COUNTS! #mywaterpledge

Web Banner Templates

Download the high resolution JPG or PDF versions for use here: www.mywaterpledge.com/files

Skyscrape 160x600

Half Page 300x600

Rectangle (IG) 300x250

Leaderboard 728x90

Sample Mayor Videos

Post videos of the Mayor, city officials, or residents taking the pledge - or doing fun things - all in the name of water conservation. Post on Facebook, YouTube, Twitter, your city's website or any other online forum. Or partner with a local television station to run PSA's in support of your city's eco-initiatives.

Here are some of our favorite videos that other mayors have launched to reach their residents:

- **Mayor Mike Gin of Redondo Beach, CA and his "dancing lobster"**
  - http://www.youtube.com/watch?v=-njnAUEi4Xw

- **Mayor Dave Leckness of Mission Viejo, CA - Water Conservation Showdown**
  - http://missionviejo.patch.com/articles/mayor-throws-down-water-challenge-in-mission-viejo#video-5490581
- **Mayor Mike Rawlings, Dallas, TX - PSA**
  - https://www.youtube.com/watch?v=UhrY1avrxCc
- **Mayor Poe of Athens, GA, challenges Gainesville, FL, Mayor**
  - **https://www.facebook.com/accpublicutilities/videos/445554906260291/?video_source=permalink**

Sample Local News PSAs

Sample PSA from KCAL / KCBS2 Los Angeles http://youtu.be/yfRtdaAHlJ4

(If you have a local media partner interested in running a PSA for the Challenge and would like a video from Wyland Foundation encouraging your residents to take the challenge, please email steve.creech@wylandfoundation.org)

Sample PSA Scripts

Idea #1:
I'm <mayor's name>, mayor of the great city of <City name>. I encourage my colleagues in our region to challenge their residents to take the National Mayor's Challenge for Water Conservation, August 1-August 31. This friendly competition is a great way for cities large and small to do our part for the planet — and reward our residents for doing the right thing. Join me in rising to the Challenge. Learn more at mywaterpledge.com

Idea #2:
I'm Mayor <mayor's name>. By saving water, our community saves energy, money, and valuable resources. That's why I'm encouraging you to take the National Mayor's Challenge for Water Conservation, August 1-31. By making a simple pledge to save water and reduce pollution, you're not only doing your part for our community — you can win any of hundreds of prizes, including $3,000 for your Home Utility Payments. You can even help a local charity win a 2019 Toyota Highlander Hybrid to help serve the community. Let's show the other cities around the nation how (city) takes care of our planet. Make your pledge throughout the month of August at mywaterpledge.com

Sample Blogs

Blog Idea #1:

I'm Mayor <mayor name>. By saving water, our community saves energy, money, and valuable resources. That's why I am encouraging you to take the National Mayor's Challenge for Water Conservation, August 1-31, on behalf of our city and the great charities in this community. By making a simple pledge to save water and reduce pollution, you are not only doing your part for our community - you can win any of hundreds of prizes, including $3,000 toward your Home Utility Bills, Home Improvement Store Gift Cards, Toro Smart Irrigation Controllers, and more. Plus, this year you can nominate your favorite charity to win a 2019 Toyota Highlander Hybrid to help that charity continue to do its great work in the community.

The pledge helps further our City's goal of…< brag about some of the great things your city is doing to conserve water, save energy, or any other positive initiatives for the environment>.

Let's show the other cities around the nation how (city) takes care of our planet. Make your pledge throughout the month of August at mywaterpledge.com

Sample Blogs

Blog Idea #2:

Did you know?

- Approximately 400 billion gallons of water are used in the United States per day
- American residents use about 100 gallons of water per day. At 50 gallons per day, residential Europeans use about half of the water that residential Americans use. And residents of sub-Saharan Africa use only 2-5 gallons per day
- The average faucet flows at a rate of 2 gallons per minute. You can save up to four gallons of water every morning by turning off the faucet while you brush your teeth
- A running toilet can waste up to 200 gallons of water per day
- At 1 drip per second, a faucet can leak 3,000 gallons per year
- Nearly one-half of the water used by Americans is used for thermoelectric power generation

That's why we, as residents of <city>, need to do our part to conserve water and energy. Be a part of the National Mayor's Challenge for Water Conservation and make your pledge to reduce your water consumption at mywaterpledge.com. If our city has the highest percentage of participating residents taking the pledge, we will all be entered to win great prizes-like $3,000 toward your Home Utility Payments, Home Improvement Store Gift Cards, Toro Smart Irrigation Controllers, and more. We are all in this together!

Blog Tip:

Add facts and statistics about what your city is already doing to protect our natural resources. This makes your blog personal, gives an outlet for you to brag about the great work you have accomplished, and makes your residents proud to call your city home!

Sample Blogs

Blog Idea #3: *For Western Region Cities*

Perhaps no other natural resource is as important to us in the Western United States as water — from the Pacific Northwest where the river management of Columbia and Snake River causes debate between the production of hydropower and the need to protect threatened species — to the Southwestern States where drought and over-allocation of water sources for agricultural, environmental, urban, and hydropower needs further stresses water resources.

With so many competing yet equally important needs, it is important that we learn to manage our available water resources properly. Currently, agriculture accounts for 76% of surface water usage in the Western U.S., 8% for our everyday urban use, 2% for industrial purposes, and 13% for thermoelectric power. In the state of California alone, nearly 20% of all energy consumption goes toward moving, cleaning and heating water.

As it has become increasingly clear, the value of water conservation has enormous benefits to local economies, the environment, and even our global climate. In heavily populated drought-plagued states, the benefits of conservation are incalculable; by being mindful of water use - even in water abundant states - we have an opportunity to save enormous amounts of energy and reduce greenhouse gas emissions. The bottom line is: water conservation not only benefits every state in the nation, it benefits the entire planet.

That is why we, as residents of <city> need to do our part to conserve water and energy. Be a part of the National Mayor's Challenge for Water Conservation and make your pledge to reduce water consumption at mywaterpledge.com. If our city has the highest percentage of participating residents taking the pledge, we will all be entered to win great prizes-like $3,000 for Home Utility Payments, Home Improvement Store Gift Cards, Toro Smart Irrigation Controllers, and more. We are all in this together!

Sample Blogs

Blog Idea #4: *For Midwest Region Cities*

The Midwest is blessed with abundant freshwater resources — more freshwater flows through the Mississippi River than through all but four other rivers in the entire world; the Great Lakes and their connecting channels contain nearly 18% of the world's surface freshwater; and Wisconsin and Minnesota both boast having more than 10,000 lakes each. But with so much water available to use for drinking, recreation, and everyday life, it is easy for us to forget why we need to conserve our water resources.

Even in water-rich states, massive water demands to generate power in combination with population growth, climate change and regulatory revisions can lead to higher energy costs, particularly in the hot summer months. And as populations continue to grow throughout the region (and the US as a whole), more roads, parking lots, buildings, and pollution reduce the availability of clean water— while more people are relying on it. In fact, as a result of this growth and change, researchers are predicting many areas in the Chicago region will face water shortages within the next 20 years. In Texas, where water is not quite so plentiful, populations are projected to double by mid-century making it among the fastest growing states in the country. Conserving water by consuming less, wasting less, or reusing more reduces costs and postpones or eliminates the need for expensive and environmentally damaging new dams, similar water supply projects, or major infrastructure investments.

As it has become increasingly clear, the value of water conservation has enormous benefits to local economies, the environment, and even our global climate. In heavily populated drought plagued states the benefits of conservation are incalculable; by being mindful of water use - even in water abundant states - we have an opportunity to save enormous amounts of energy and reduce greenhouse gas emissions. The bottom line is: water conservation benefits every state, city, and person in America.

That is why we, as residents of <city>, need to do our part to conserve water and energy. Be a part of the National Mayor's Challenge for Water Conservation and make your pledge to reduce water consumption at mywaterpledge.com. If our city has the highest percentage of participating residents taking the pledge, we will all be entered to win great prizes-like $3,000 for your Home Utility Payments, Home Improvement Store Gift Cards, Toro Smart Irrigation Controllers, and more.

Sample Blogs

Blog Idea #5: *For Southern Region Cities*

The South is home to some of the country's fastest growing states. As populations grow and demands for water increase, more roads, parking lots, buildings, and pollution make providing a steady, sufficient water supply a bigger challenge than ever. Yet, the issues far surpass fresh drinking water needs: pumping of groundwater in parts of Florida has begun drying up environmentally sensitive wetlands, jobs are in jeopardy along the Georgia coast because drinking water reservoirs dam up freshwater needed to maintain commercial fishing, and water-related cutbacks have caused blackouts and power shortages in North Carolina and Alabama. Conserving water by consuming less, wasting less or reusing more, reduces costs and postpones or eliminates the need for expensive and environmentally damaging new dams, similar water supply projects, and major infrastructure investments.

As it has become increasingly clear, the value of water conservation has enormous benefits to local economies, the environment, and even our global climate. In heavily populated drought plagued states the benefits of conservation are incalculable; by being mindful of water use - even in water abundant states - we have an opportunity to save enormous amounts of energy, reduce greenhouse gas emissions, and often ensure adequate reserves during drought periods, population surges, or to support additional farming. The bottom line is: water conservation not only benefits every state in the nation, it benefits the entire planet.

That is why we, as residents of <city>, need to do our part to conserve water and energy. Be a part of the National Mayor's Challenge for Water Conservation and make your pledge to reduce water consumption at mywaterpledge.com. If our city has the highest percentage of participating residents taking the pledge, we will all be entered to win great prizes-like $3,000 for your Home Utility Payments, Home Improvement Store Gift Cards, Toro Smart Irrigation Controllers, and more.

Sample Blogs

Blog Idea #6: *For Northeastern Region Cities*

In the Northeast, we often take for granted the abundant supply of fresh water. But in New York State alone, more than 8.9 billion gallons of water are withdrawn each day from the lakes, rivers, stream, estuaries and groundwaters, not including Nassau and Suffolk counties, for uses that include public supply thermoelectric power generation, agriculture, commercial, industrial, and recreational use. In fact, thermoelectric power accounts for more than 70% of total water withdrawn.

So, not accounting for periodic drought periods, growing populations, and climate changes, when we use water more efficiently, we are conserving this limited resource to ensure its availability for drinking, irrigation, manufacturing, cleaning, and producing electricity. It's hard to believe that something as simple as fixing a leak or switching off a light bulb can have that impact. But when millions of people around the region adopt a conservation mindset, we are saving energy, money, protecting our environment, and helping to meet future resource needs.

As it has become increasingly clear, the value of water conservation has enormous benefits to local economies, the environment, and even our global climate. In heavily populated drought plagued states the benefits of conservation are incalculable; by being mindful of water use - even in water abundant states - we have not only share the wealth at home, we help the entire country.

That is why we, as residents of <city> need to do our part to conserve water and energy. Be a part of the National Mayor's Challenge for Water Conservation and make your pledge to reduce water consumption at mywaterpledge.com. If our city has the highest percentage of participating residents taking the pledge, we will all be entered to win great prizes-like $3,000 for your Home Utility Payments, Home Improvement Store Gift Cards, Toro Smart Irrigation Controllers, and more.

Blog Tip: Remember The Mayor's Challenge for Water Conservation is a non-profit community service program to assist cities in promoting good environmental stewardship. The program was designed to be a turnkey, effortless way for individual cities to supplement existing conservation programs and generate community enthusiasm for saving water, energy, and reducing pollution. To see what other cities have done simply Google us.

Tips Sheet of Benefits & Facts

Below are some facts that you may wish to include in your communications and outreach efforts:

- Water covers 70.9% of the Earth's surface but only 3% of Earth's water is fresh water. 97% of the water on Earth is salt water.
- Approximately 400 billion gallons of water are used in the United States per day.
- In one year, the average American residence uses over 100,000 gallons (indoors and outside).
- Nearly one-half of the water used by Americans is used for thermoelectric power generation.
- American residents use about 100 gallons of water per day. At 50 gallons per day, residential Europeans use about half of the water that residential Americans use. And residents of sub-Saharan Africa use only 2-5 gallons of water per day.
- The average faucet flows at a rate of 2 gallons per minute. You can save up to four gallons of water every morning by turning off the faucet while you brush your teeth.
- Taking a bath requires up to 70 gallons of water. A five-minute shower uses only 10 to 25 gallons.
- A running toilet can waste up to 200 gallons of water per day.
- At 1 drip per second, a faucet can leak 3,000 gallons per year.
- If you drink your daily recommended 8 glasses of water per day from the tap, it will cost you about 50 cents per year. If you choose to drink it from water bottles, it can cost you up to $1,400 dollars.
- More than 25% of bottled water comes from a municipal water supply, the same place that tap water comes from.
- According to American Waterworks Association, the average price of water in the United States is about $1.50 for 1,000 gallons. Saving water saves money!
- Mayor's Challenge ties in with state water, energy, and GHG management plans, such as California's AB32 or Texas' SB 184.

Additional Benefits

Animated PSAs: A series of nationally aired animated public service announcements from the Wondergrove Kids, LLC, and the former CEO of Klasky Csupo, The Rugrats Company. Wyland Foundation will provide these in broadcast ready format directly to your local news station or city communication outlet upon request.

Watch and download the PSAs: http://youtu.be/kDG0vZmGzMM

Educational site for kids: An Educational website for kids that let's kids get in on the act to help their city win the challenge. (They not only use this resource, they are the future decision makers about its management). This site will provide lesson plans about water conservation and an opportunity for students to take the National Mayor's Challenge for Water as a classroom project.

Other features

- One-click sign up through Facebook
- More incentives for residents to share the pledge effort to friends and neighbors
- Responsive design to enhance the user experience on all platforms (mobile, tablets, laptops)

What Past Participants Have Said...

Michael B. Hancock
MAYOR

City and County of Denver

OFFICE OF THE MAYOR
CITY AND COUNTY BUILDING
DENVER, COLORADO • 80202-5390
TELEPHONE: 720-865-9000 • FAX: 720-865-8787
TTY/TTD: 720-865-9010

November 26, 2013

Mr. Steven Creech
Executive Director
The Wyland Foundation
6 Mason
Irvine, CA 92618

Dear Steven,

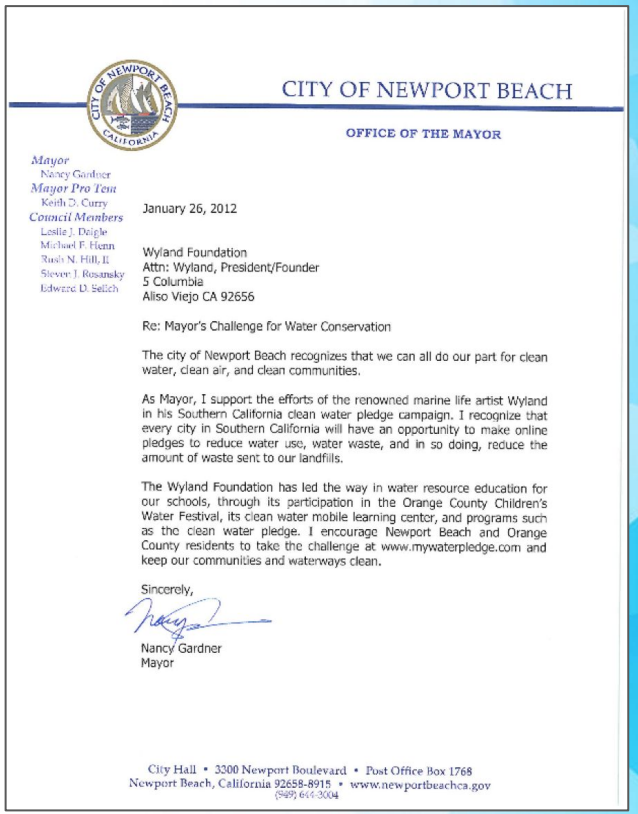
Denver participated in the National Mayor's Challenge for Water Conservation each of the past two years and found it to be a very valuable experience. We would like to urge Mayors across the country to join in the 2014 Challenge and to participate actively in encouraging their residents to join as well by pledging to take specific actions to conserve water.

A water conservation program may seem natural for a region like mine, which is known for aridity and water challenges. It may seem unnatural in a place with regular rain – why would such a place need to conserve water? The reality is that no matter where we live, we need water. And it takes energy to move, heat and clean that water. Water and energy are closely intertwined. So when we fix a leak, for example, we're not only saving a limited natural resource, we're helping save money and reduce pollution.

There are many ways and reasons to participate in the National Mayor's Challenge for Water Conservation, which encourages city leaders and residents to work together to learn more about how conservation of this resource affects the future of our cities and our nation. As the winner of the large cities category for 2013, I want to urge my colleagues around the United States to take part in this one-of-a-kind program.

Respectfully,

Michael B. Hancock
Mayor



CITY OF NEWPORT BEACH

OFFICE OF THE MAYOR

Mayor
Nancy Gardner
Mayor Pro Tem
Keith D. Curry
Council Members
Leslie J. Daigle
Michael F. Henn
Rush N. Hill, II
Steven J. Rosansky
Edward D. Selich

January 26, 2012

Wyland Foundation
Attn: Wyland, President/Founder
5 Columbia
Aliso Viejo CA 92656

Re: Mayor's Challenge for Water Conservation

The city of Newport Beach recognizes that we can all do our part for clean water, clean air, and clean communities.

As Mayor, I support the efforts of the renowned marine life artist Wyland in his Southern California clean water pledge campaign. I recognize that every city in Southern California will have an opportunity to make online pledges to reduce water use, water waste, and in so doing, reduce the amount of waste sent to our landfills.

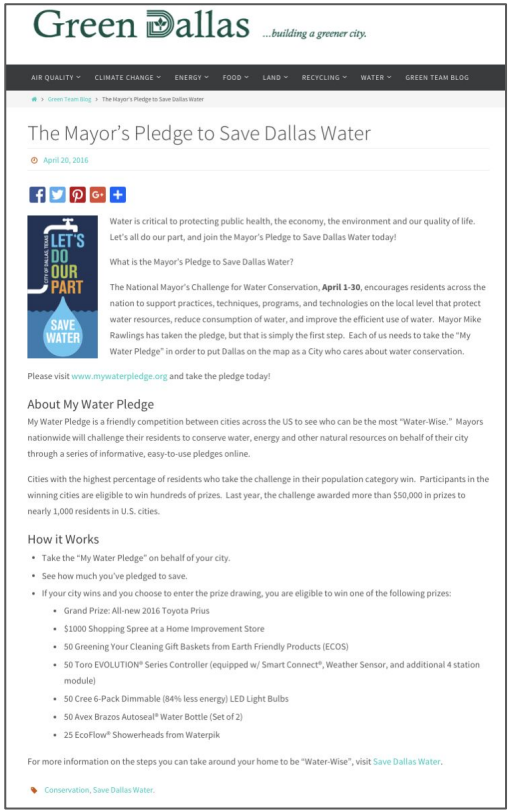
The Wyland Foundation has led the way in water resource education for our schools, through its participation in the Orange County Children's Water Festival, its clean water mobile learning center, and programs such as the clean water pledge. I encourage Newport Beach and Orange County residents to take the challenge at www.mywaterpledge.com and keep our communities and waterways clean.

Sincerely,

Nancy Gardner
Mayor

City Hall • 3300 Newport Boulevard • Post Office Box 1768
Newport Beach, California 92658-8915 • www.newportbeachca.gov
(949) 644-3004

What Past Participants Have Said...



Green Dallas ...building a greener city.

AIR QUALITY | CLIMATE CHANGE | ENERGY | FOOD | LAND | RECYCLING | WATER | GREEN TEAM BLOG

Green Team Blog > The Mayor's Pledge to Save Dallas Water

The Mayor's Pledge to Save Dallas Water

April 20, 2016

LET'S DO OUR PART SAVE WATER

Water is critical to protecting public health, the economy, the environment and our quality of life. Let's all do our part, and join the Mayor's Pledge to Save Dallas Water today!

What is the Mayor's Pledge to Save Dallas Water?

The National Mayor's Challenge for Water Conservation, **April 1-30**, encourages residents across the nation to support practices, techniques, programs, and technologies on the local level that protect water resources, reduce consumption of water, and improve the efficient use of water. Mayor Mike Rawlings has taken the pledge, but that is simply the first step. Each of us needs to take the "My Water Pledge" in order to put Dallas on the map as a City who cares about water conservation.

Please visit www.mywaterpledge.org and take the pledge today!

About My Water Pledge

My Water Pledge is a friendly competition between cities across the US to see who can be the most "Water-Wise." Mayors nationwide will challenge their residents to conserve water, energy and other natural resources on behalf of their city through a series of informative, easy-to-use pledges online.

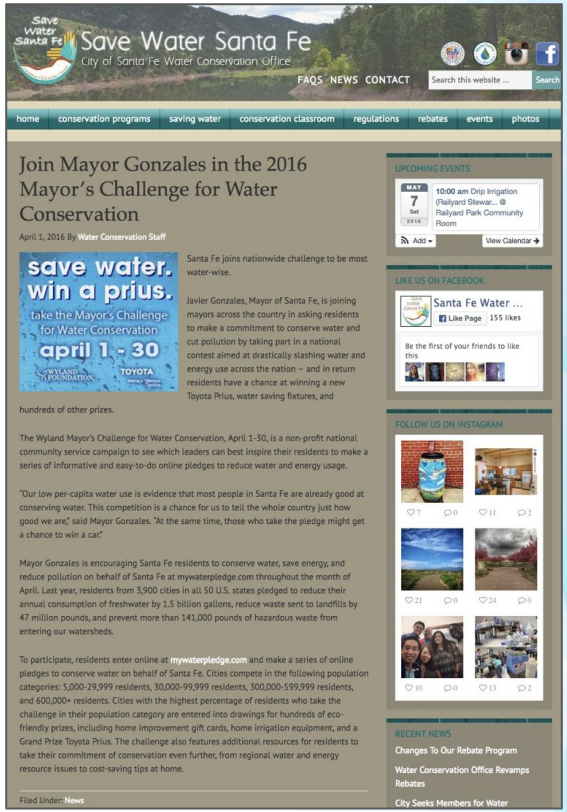
Cities with the highest percentage of residents who take the challenge in their population category win. Participants in the winning cities are eligible to win hundreds of prizes. Last year, the challenge awarded more than $50,000 in prizes to nearly 1,000 residents in U.S. cities.

How it Works

- Take the "My Water Pledge" on behalf of your city.
- See how much you've pledged to save.
- If your city wins and you choose to enter the prize drawing, you are eligible to win one of the following prizes:
  - Grand Prize: All-new 2016 Toyota Prius
  - $1000 Shopping Spree at a Home Improvement Store
  - 50 Greening Your Cleaning Gift Baskets from Earth Friendly Products (ECOS)
  - 50 Toro EVOLUTION® Series Controller (equipped w/ Smart Connect®, Weather Sensor, and additional 4 station module)
  - 50 Cree 6-Pack Dimmable (84% less energy) LED Light Bulbs
  - 50 Avex Brazos Autoseal® Water Bottle (Set of 2)
  - 25 EcoFlow® Showerheads from Waterpik

For more information on the steps you can take around your home to be "Water-Wise", visit Save Dallas Water.

Conservation, Save Dallas Water.



Save Water Santa Fe

City of Santa Fe Water Conservation Office

FAQS NEWS CONTACT Search this website ... Search

home | conservation programs | saving water | conservation classroom | regulations | rebates | events | photos

Join Mayor Gonzales in the 2016 Mayor's Challenge for Water Conservation

April 1, 2016 By Water Conservation Staff

Santa Fe joins nationwide challenge to be most water-wise.

Javier Gonzales, Mayor of Santa Fe, is joining mayors across the country in asking residents to make a commitment to conserve water and cut pollution by taking part in a national contest aimed at drastically slashing water and energy use across the nation – and in return residents have a chance at winning a new Toyota Prius, water saving fixtures, and hundreds of other prizes.

The Wyland Mayor's Challenge for Water Conservation, April 1-30, is a non-profit national community service campaign to see which leaders can best inspire their residents to make a series of informative and easy-to-do online pledges to reduce water and energy usage.

"Our low per-capita water use is evidence that most people in Santa Fe are already good at conserving water. This competition is a chance for us to tell the whole country just how good we are," said Mayor Gonzales. "At the same time, those who take the pledge might get a chance to win a car."

Mayor Gonzales is encouraging Santa Fe residents to conserve water, save energy, and reduce pollution on behalf of Santa Fe at mywaterpledge.com throughout the month of April. Last year, residents from 3,900 cities in all 50 U.S. states pledged to reduce their annual consumption of freshwater by 1.5 billion gallons, reduce waste sent to landfills by 47 million pounds, and prevent more than 141,000 pounds of hazardous waste from entering our watersheds.

To participate, residents enter online at mywaterpledge.com and make a series of online pledges to conserve water on behalf of Santa Fe. Cities compete in the following population categories: 5,000-29,999 residents, 30,000-99,999 residents, 300,000-599,999 residents, and 600,000+ residents. Cities with the highest percentage of residents who take the challenge in their population category are entered into drawings for hundreds of eco-friendly prizes, including home improvement gift cards, home irrigation equipment, and a Grand Prize Toyota Prius. The challenge also features additional resources for residents to take their commitment of conservation even further, from regional water and energy resource issues to cost-saving tips at home.

Filed Under: News

UPCOMING EVENTS

MAY 7 Sat 2016 — 10:00 am Drip Irrigation (Railyard Stewar... @ Railyard Park Community Room

Add | View Calendar

LIKE US ON FACEBOOK

Santa Fe Water ... Like Page 155 likes

Be the first of your friends to like this

FOLLOW US ON INSTAGRAM

RECENT NEWS

Changes To Our Rebate Program

Water Conservation Office Revamps Rebates

City Seeks Members for Water

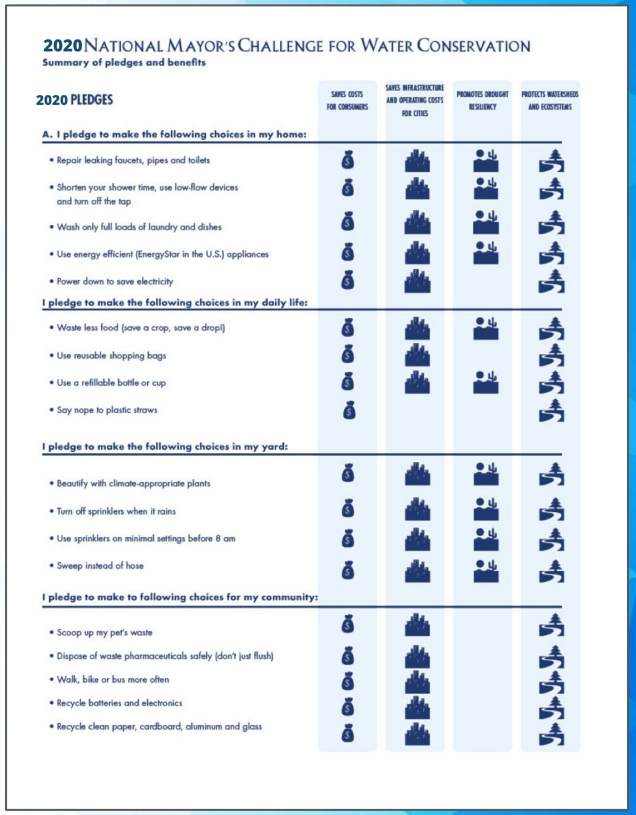
Infographic: Summary of Pledges and Local Benefits

1) I pledge to make the following choices at home:
   - Repair leaking faucets, pipes and toilets
   - Shorten your shower time, use low-flow devices and turn off the tap
   - Wash only full loads of laundry and dishes
   - Power down to save electricity

2) I pledge to make the following choices in my daily life:
   - Waste less food (save a crop, save a drop!)
   - Use reusable shopping bags
   - Use a refillable bottle or cup
   - Say nope to plastic straws

3) I pledge to make the following choices in my yard:
   - Beautify with climate-appropriate plants
   - Turn off sprinklers when it rains
   - Use sprinklers on minimal settings before 8 am
   - Sweep instead of hose

4) I pledge to make to following choices for my community:
   - Scoop up my pet's waste
   - Dispose of waste pharmaceuticals safely (don't just flush)
   - Walk, bike or bus more often
   - Recycle batteries and electronics
   - Recycle clean paper, cardboard, aluminum and glass



2020 National Mayor's Challenge for Water Conservation

Summary of pledges and benefits

2020 PLEDGES	Saves costs for consumers	Saves infrastructure and operating costs for cities	Promotes drought resiliency	Protects watersheds and ecosystems
A. I pledge to make the following choices in my home:				
• Repair leaking faucets, pipes and toilets	✓	✓	✓	✓
• Shorten your shower time, use low-flow devices and turn off the tap	✓	✓	✓	✓
• Wash only full loads of laundry and dishes	✓	✓	✓	✓
• Use energy efficient (EnergyStar in the U.S.) appliances	✓	✓	✓	✓
• Power down to save electricity	✓	✓		✓
I pledge to make the following choices in my daily life:				
• Waste less food (save a crop, save a drop!)	✓	✓	✓	✓
• Use reusable shopping bags	✓	✓		✓
• Use a refillable bottle or cup	✓	✓	✓	✓
• Say nope to plastic straws	✓			✓
I pledge to make the following choices in my yard:				
• Beautify with climate-appropriate plants	✓	✓	✓	✓
• Turn off sprinklers when it rains	✓	✓	✓	✓
• Use sprinklers on minimal settings before 8 am	✓	✓	✓	✓
• Sweep instead of hose	✓	✓	✓	✓
I pledge to make to following choices for my community:				
• Scoop up my pet's waste	✓	✓		✓
• Dispose of waste pharmaceuticals safely (don't just flush)	✓	✓		✓
• Walk, bike or bus more often	✓	✓		✓
• Recycle batteries and electronics	✓	✓		✓
• Recycle clean paper, cardboard, aluminum and glass	✓	✓		✓

Manual Pledge Form:

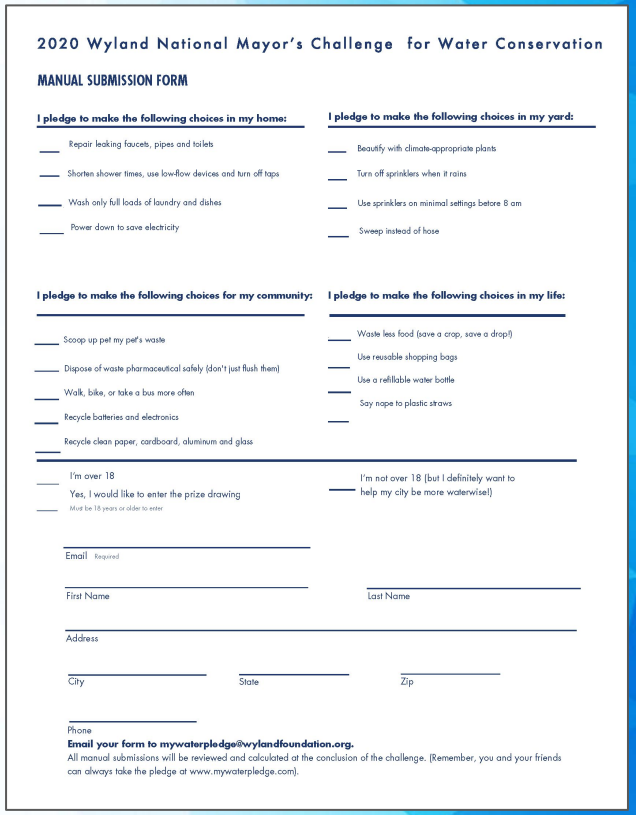
Print the attached manual pledge for to use at events where access to the mywaterpledge.com website it limited.

Step 1:
Print out as many copies as needed of the 2020 Manual Submission form

Step 2:
Option 1: After the events conclusion manually enter all participants submission details on mywaterpledge.com.
Option 2: Mail your manual entry forms to our office at the address below by March 1st, 2020 and we will make sure the forms are manually entered for you.

Wyland Foundation
30265 Tomas
Rancho Santa Margarita, CA 92688

For more information call Marci Vahey at 949.643.7070 ext. 261



2020 Wyland National Mayor's Challenge for Water Conservation

MANUAL SUBMISSION FORM

I pledge to make the following choices in my home:

___ Repair leaking faucets, pipes and toilets
___ Shorten shower times, use low-flow devices and turn off taps
___ Wash only full loads of laundry and dishes
___ Power down to save electricity

I pledge to make the following choices in my yard:

___ Beautify with climate-appropriate plants
___ Turn off sprinklers when it rains
___ Use sprinklers on minimal settings before 8 am
___ Sweep instead of hose

I pledge to make the following choices for my community:

___ Scoop up pet my pet's waste
___ Dispose of waste pharmaceutical safely (don't just flush them)
___ Walk, bike, or take a bus more often
___ Recycle batteries and electronics
___ Recycle clean paper, cardboard, aluminum and glass

I pledge to make the following choices in my life:

___ Waste less food (save a crop, save a drop!)
___ Use reusable shopping bags
___ Use a refillable water bottle
___ Say nope to plastic straws

___ I'm over 18
___ Yes, I would like to enter the prize drawing
Must be 18 years or older to enter

___ I'm not over 18 (but I definitely want to help my city be more waterwise!)

Email Required

First Name

Last Name

Address

City

State

Zip

Phone

Email your form to mywaterpledge@wylandfoundation.org.
All manual submissions will be reviewed and calculated at the conclusion of the challenge. (Remember, you and your friends can always take the pledge at www.mywaterpledge.com).

Wyland Clean Water Mobile Learning Center

During the Challenge our Mobile Learning Center will assist in Promoting the Challenge.

The 1,000 square foot water education exhibition features a multi-sensory 40-person onboard theater and six interactive stations that allow communities to explore how the quality and availability of water affects our lives. Over 1,000,000 people have toured the exhibit since 2007. Call 949-643-7070, ext. 261 to request a tour stop.

Contact

Contact:
Steve Creech, Executive Director, Wyland Foundation
949.643.7070 ext. 283
steve.creech@wylandfoundation.org
a 501©3 non-profit organization

Marci Vahey, Programs Manager, Wyland Foundation ext. 261
Sheina Levine, Sr. Digital Marketing Manager, Wyland Foundation ext. 269

Wyland Foundation
30265 Tomas,Rancho Santa Margarita, CA 92688
telephone: 949.643.7070
fax: 949.643.7099
www.wylandfoundation.org
mayorschallenge@wylandfoundation.org