



Outreach Toolkit For Cities

15TH ANNUAL WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION

A TURNKEY, EFFORTLESS, NO-COST WAY FOR
CITIES TO INSPIRE COMMUNITY ACTION.

A NONPROFIT
COMMUNITY SERVICE
PROJECT PRESENTED BY



IN ASSOCIATION WITH:



*“NOW CELEBRATING ITS 15TH YEAR, THE MAYOR’S CHALLENGE IS A
NON-PROFIT NATIONAL COMMUNITY SERVICE PROGRAM
SUPPLEMENTING CONSERVATION AWARENESS IN OUR
COMMUNITIES.”*

THIS TOOL KIT HAS EVERYTHING YOU NEED TO
TAKE PART INSPIRE RESIDENTS TO CARE MORE
FOR ONE OF THE WORLD’S MOST PRECIOUS
RESOURCES. PLUS, OVER \$50,000 IN ECO-
FRIENDLY PRIZES FOR RESIDENTS AND SCHOOLS.
VISIT MYWATERPLEDGE.COM FOR COMPLETE
RULES

**Plus! \$3k
for your
home
utilities!**



TABLE OF CONTENTS

| | |
|---|----|
| • HOW THE CHALLENGE WORKS | 4 |
| • NEW! YEAR-ROUND ENGAGEMENT TOOL | 9 |
| • TIPS FOR A SUCCESSFUL CITYWIDE CAMPAIGN | 11 |
| • SAMPLE PRESS RELEASE ISSUED BY CITY / MAYOR | 15 |
| • SAMPLE SOCIAL MEDIA POSTS | 16 |
| • WEB BANNER & AD TEMPLATES / SAMPLES / POSTERS | 19 |
| • SAMPLE MAYOR VIDEOS | 22 |
| • SAMPLE PSAS | 23 |
| • SAMPLE BLOGS | 24 |
| • TIPS SHEET OF WATER SAVINGS FACTS | 30 |
| • ADDITIONAL BENEFITS | 31 |
| • WHAT PAST PARTICIPATING MAYORS SAY | 32 |
| • SUMMARY OF PLEDGES/INFOGRAPHIC AND LOCAL BENEFITS | 34 |
| • MANUAL PLEDGE FORM | 35 |
| • MOBILE LEARNING CENTER | 36 |
| • FOR MORE INFORMATION | 37 |



*HOW THE NATIONAL
MAYOR'S
CHALLENGE FOR
WATER
CONSERVATION
WORKS...*

The **Annual National Mayor's Challenge for Water Conservation** is a friendly, non-profit competition between cities nationwide.

Held every **April 1–30**, the challenge inspires civic participation and action around **water conservation, efficiency,** and the **sustainability** of water-based ecosystems.

Cities encourage residents to take the pledge at mywaterpledge.com to adopt simple conservation habits, improving community health and reducing pollution.

Social media tools and localized reports make it easy for cities to track and share their standings throughout April.

DO AS MUCH AS SUITS YOUR CITY AND STAFF TIME!

GETTING STARTED

- **PROMOTE PARTICIPATION:** CITIES RALLY RESIDENTS TO TAKE AN ONLINE PLEDGE, COMMITTING TO WATER CONSERVATION AND POLLUTION REDUCTION.
- **TRACK PROGRESS:** CITIES WITH THE HIGHEST PERCENTAGE OF RESIDENTS MAKING PLEDGES (BASED ON POPULATION SIZE) WIN ECO-FRIENDLY PRIZES.
- **CELEBRATE SUCCESS:** GRAND PRIZES INCLUDE **\$3,000 TOWARD HOME UTILITY BILLS**, TORO SMART IRRIGATION PRODUCTS, GIFT CARDS, AND MORE! SCHOOLS IN WINNING CITIES ALSO HAVE A CHANCE TO WIN ADDITIONAL PRIZES.

PARTICIPATION CATEGORIES

CITIES COMPETE IN FIVE POPULATION BRACKETS:

- 5,000–29,999
- 30,000–99,999
- 100,000–299,999
- 300,000–599,999
- 600,000+

WHY YOUR CITY SHOULD PARTICIPATE



Demonstrate leadership in sustainability.



Foster community pride and engagement.



Educate residents on water and resource conservation.



Innovative outreach tools created by one of the nation's preeminent leaders in water conservation communication



Earn recognition for your city while competing for national prizes.

SCHOOLS IN YOUR CITY CAN WIN BIG

Here's how schools can participate:

- **GROUP PLEDGES:** TEACHERS SIGN UP THEIR CLASSROOMS AT [OUR COMPANION CLASSROOM EDITION](#), ADDING THEIR STUDENTS' PLEDGES TO THE CITY'S OVERALL SCORE.
- **COUNT TOWARD CITY SUCCESS:** SCHOOLS' PLEDGES BOOST THEIR CITY'S CHANCES OF WINNING NATIONAL PRIZES.
- **WIN FOR THE CLASSROOM:** SCHOOLS IN WINNING CITIES CAN RECEIVE **100 ZENNI REMAKES BLUE LIGHT EYEGLASSES**, MADE FROM RECYCLED PLASTICS EQUIVALENT TO THREE SINGLE-USE WATER BOTTLES PER PAIR. THESE GLASSES ARE SPECIALLY DESIGNED TO REDUCE EYE STRAIN FROM PROLONGED SCREEN USE.
- **PRIZE ARV:** \$7,500

* See program rules for full details and instructions

NEW IMPACT INSIGHT AI TOOL

A cutting-edge custom-created feature of the 2025 campaign, designed to transform abstract conservation efforts into tangible, relatable actions. Provides relevance to residents no matter where they live.



Connects People to The Water Issues Around Them: New AI features searches for issues based on user pledges and Zip code.



Personalized Insights: Residents receive AI-generated feedback showing how their commitments affect their local environment.



Localized Impact: The tool connects participants to news stories, environmental data, and challenges specific to their community.



Motivating Behavior: By making the benefits clear—both for the community and personally—participants are more likely to remain engaged.

Plus! Custom activity reports

YEAR-ROUND ENGAGEMENT TOOL

ADDITIONAL TOOLS LIKE OUR DIGITAL APPLICATION, MY VOLUNTEER WATER PROJECT, GIVE YOUR RESIDENTS HANDS-ON WAYS TO STAY ENGAGED IN WATER EFFICIENCY AND SUSTAINABILITY YEAR-ROUND. RESIDENTS USE THE TOOL TO DO HOME, COMMUNITY OR WORKPLACE-BASED PROJECTS THAT SUPPORT CLEAN WATER AND A HEALTHY ENVIRONMENT. BY DOING ONE SIMPLE ACTION FOR A DAY, A WEEK, OR LONGER, RESIDENTS HELP YOUR CITY EARN BONUS POINTS EVERY APRIL 1ST-30TH TOWARDS UP TO \$50,000 IN PRIZES.

Cities can even generate reports on the number of hands-on projects their residents are doing from their city home page at mywaterpledge.com.

Get localized metrics, impacts, and more to share with your teams.

Projects your residents do at [myvolunteer water project](#) are directly linked to your [mayor's challenge standings on your city home page](#).

It's all part of a fully integrated 360-degree system for community water conservation engagement!

EASY-TO-IMPLEMENT RESOURCES



No Costs or Gimmicks: Cities can participate without financial commitments.



Customized Web Page: Each city gets a personalized page featuring a video message from the mayor or a local expert.



National Publicity: Campaign partners promote the Challenge through USA Today, Facebook, Twitter, YouTube, and other platforms.



Prizes for Residents: Hundreds of eco-friendly prizes are available for residents of winning cities.

The Wyland Foundation has put together the following list of suggestions and easy-to-implement resources.

Sign the letter of support at <http://www.wylandfoundation.org/mayors>

- **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
- **Stir up a buzz** with your own city sponsored outreach:
 - Banners and links to the water pledge on city websites
 - 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, April 1-30. Learn more at [mywaterpledge.com.](http://mywaterpledge.com/)”
- Bill stuffers (electric, water, gas, trash)
- Public Access TV (The City of Oceanside used this strategy very effectively)
- Billboards/Posters
- Bus tail signage / waste hauler truck signage
- Engage local utilities to reach out
- Community newsletters

TIPS FOR SUCCESS





TIPS FOR SUCCESS

COMMUNICATIONS TIPS: YOUR RESIDENTS MAY HEAR ABOUT THE CHALLENGE VIA OUR ADS AND PROMOTIONS IN USA TODAY, FACEBOOK, TWITTER, YOUTUBE, GOOGLE, AND VARIOUS NATIONAL AND LOCAL MEDIA OUTLETS. THE FOLLOWING ARE 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) [HTTPS://WWW.MYWATERPLEDGE.COM/CITY-STANDINGS/](https://www.mywaterpledge.com/city-standings/)
- 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. SEE [HOW THE MAYORS OF ATHENS, GA, AND GAINESVILLE, FL, CHALLENGED EACH OTHER!](#)
- REMEMBER: THE CHALLENGE TIES IN PERFECTLY WITH STATE WATER, ENERGY, WASTE REDUCTION, AND GHG MANAGEMENT PLANS. REACH OUT TO LOCAL MEDIA OUTLETS TO GET INVOLVED

TIPS FOR SUCCESS

STEERING COMMITTEE

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. [MYWATERPLEDGE.COM/CLASSROOM-EDITION](https://mywaterpledge.com/classroom-edition)
- CHAMBER OF COMMERCE (ENGAGE LOCAL BUSINESSES)

COMMUNITY EVENTS

- HOST A PRESS CONFERENCE OR CONSERVATION FAIR IN YOUR CITY TO KICK-OFF EARTH 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 APRIL 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.
- LOOKING FOR A GREAT ENGAGEMENT OPPORTUNITY IN COMPLIANCE WITH COVID PROTOCOLS? TRY OUR NEW DIGITAL TOOL, MYVOLUNTEER WATER PROJECT ([WYLANDFOUNDATION.ORG/MYWATERPROJECT](https://wylandfoundation.org/mywaterproject))

WYLAND NATIONAL MAYOR'S CHALLENGE
FOR WATER CONSERVATION

An average of
8% of all home
water use is
wasted through
leaks.

#SAVEWATER

www.MiramarFL.gov/Water
954-602-HELP(4357)
www.MyWaterPledge.com

MIRAMAR WATER

IT'S RIGHT HERE IN MIRAMAR...

WYLAND NATIONAL
MAYOR'S CHALLENGE
FOR WATER CONSERVATION

APRIL 1-30

TUCSON WATER

TUCSONAL.GOV/WATER

HELP FLAGSTAFF WIN!

NATIONAL MAYOR'S
CHALLENGE FOR
WATER
CONSERVATION

APRIL 1-30

GO TO:
MyWaterPledge.com

EL PASO WATER SERVICES
WATER RESOURCES & CONSERVATION

WYLAND FOUNDATION

GILBERT
ARTS & CULTURE
**PARKS
STREETS, &
FACILITIES**

Help Gilbert

CREATIVITY COUNTS

SAMPLE PRESS RELEASES

DOWNLOAD THE EDITABLE WORD DOCUMENT
VERSIONS FOR USE HERE:

[HTTP://WWW.MYWATERPLEDGE.COM/FILES](http://www.mywaterpledge.com/files)

Sample Press Release Issued by City / Mayor

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

IMMEDIATE RELEASE

[City Name] Joins National Mayor's Challenge for Water Conservation, April 1-30

Residents encouraged to pledge smart water use for a chance to win prizes and support their city's sustainability efforts.

[City, State] — This April, [Mayor Name], Mayor of [City Name], joins mayors across the nation in challenging residents to make a long-term commitment to conserve water, reduce pollution, and manage natural resources more efficiently. By participating in the National Mayor's Challenge for Water Conservation, residents of [City Name] can contribute to their city's sustainability goals while competing to win over \$50,000 in eco-friendly prizes, including \$3,000 toward home utility bills, water-saving fixtures, and more.

This year, the campaign also includes opportunities for students from thousands of schools to make water conservation pledges that directly impact their city's standings.

"[Insert quote from Mayor about the importance of conserving water and energy in the city and/or ongoing eco-initiatives. See tip sheet for details.]"

The annual, non-profit community service campaign encourages residents to visit www.mywaterpledge.com between April 1-30 to make a series of simple, online pledges to conserve water, reduce pollution, and save energy. The initiative, started over a decade ago, was conceived by a group of mayors looking for innovative ways to engage their communities in addressing water challenges across the United States. Each year, residents from over 2,000 cities across the nation pledge to reduce their freshwater consumption by billions of gallons, cut millions of pounds of waste sent to landfills, and prevent thousands of pounds of hazardous waste from entering local watersheds.

"[Insert second quote from Mayor encouraging residents to take the pledge and participate.]"

Residents of [City Name] can participate in the challenge by visiting www.mywaterpledge.com and making their pledges to conserve water on behalf of the city. Cities compete in five population categories based on size: 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 taking the pledge in their category will win prizes, including \$3,000 toward home utility bills, Toro Irrigation Smart Controllers, home improvement gift cards, and more. Additionally, one school in each winning city will receive 100 pairs of Zenni Remakes™ eyeglasses, crafted from recycled plastics equivalent to three single-use water bottles, designed to protect against blue light exposure.

This year, the challenge introduces new features, such as an AI-driven impact insight tool that helps residents see how their pledges address local water issues, reduce utility costs, and enhance community health. Residents can also participate in the MyVolunteer Water Project, a year-round platform that offers hands-on opportunities to support sustainability through home, community, and workplace projects. The more projects completed, the greater the city's chances of winning the challenge in April.

The National Mayor's Challenge for Water Conservation is presented by the Wyland Foundation, with support from the U.S. EPA WaterSense, The Toro Company, Zenni Optical, and the National League of Cities.

About the Wyland Foundation

Founded in 1983 by environmental artist Wyland, the **Wyland Foundation** is a 501(c)(3) nonprofit organization dedicated to promoting, protecting, and preserving the world's oceans, waterways, and marine life. Through community events, education programs, and public art initiatives, the foundation inspires environmental stewardship across the globe. Learn more at www.wylandfoundation.org.

Sample City Resolution

Local and national releases

Sample City Resolution

CITY OF [X] RESOLUTION NO. [X]

A RESOLUTION OF THE CITY OF [X], [STATE], IN SUPPORT OF THE 15TH ANNUAL NATIONAL MAYORS CHALLENGE FOR WATER CONSERVATION

WHEREAS, the City of [X], along with communities across the nation, faces a growing range of challenges in ensuring a reliable supply of clean water, including drought, pollution, aging infrastructure, economic constraints, and unique regional factors; and
WHEREAS, managing these challenges effectively is critical to the long-term sustainability and prosperity of our community and others across the country; and

WHEREAS, the 15th Annual National Mayor's Challenge for Water Conservation, presented by the Wyland Foundation in partnership with the U.S. EPA WaterSense, The Toro Company, Zenni Optical, and the National League of Cities, is a non-profit community service program designed to encourage residents to commit to water-smart practices, reduce pollution, and conserve resources; and

WHEREAS, the Challenge has inspired the participation of over 1,000 mayors and millions of residents across all 50 states since its inception, creating meaningful environmental impact and raising awareness about the importance of water conservation; and

WHEREAS, with the support of their mayors, residents are invited to participate in the Challenge by visiting www.mywaterpledge.com between April 1 and April 30, 2025, and pledging to adopt simple, everyday practices to reduce water consumption, protect watersheds, and improve energy efficiency; and

WHEREAS, participation in the Challenge also provides tools for residents to take measurable actions throughout the year to enhance the sustainable use of natural resources, while creating opportunities for cities to apply state and federal water conservation strategies and achieve mandated reductions or other targeted goals;

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

SECTION 1.

The City of [X] supports and promotes the 15th Annual National Mayor's Challenge for Water Conservation, recognizing its vital role in addressing the critical water supply and sustainability challenges facing communities nationwide.

SECTION 2.

The program shall be implemented from April 1 to April 30, 2025, through communication and outreach strategies designed to encourage residents to take the Challenge and adopt sustainable practices.

SECTION 3.

This resolution shall take effect immediately upon its passage and adoption.

BE IT FURTHER RESOLVED that the City Clerk shall certify to the passage and adoption of this resolution, ensure its inclusion in the official records of the City, and make a formal record of its approval in the proceedings of the City Council.

PASSED, APPROVED, AND ADOPTED THIS [X] DAY OF [MONTH], 2025.

[Mayor's Signature]
Mayor, City of [X]



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 APRIL 1-30 AT MYWATERPLEDGE.COM
- DID YOU KNOW? THE AMOUNT OF WATER LEAKED FROM U.S. HOMES CAN 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 EARTH 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 APRIL 30. ALL YOU HAVE TO DO IS LET US KNOW HOW YOU WILL BE SAVING WATER AND ENERGY DURING EARTH MONTH.
- 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
- APRIL IS EARTH MONTH! 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, STUDENTS FROM SCHOOLS CAN MAKE WATER CONSERVATION COMMITMENTS THAT DIRECTLY SUPPORT CITY'S STANDINGS – AND CHANGES TO WIN PRIZES FOR THEIR SCHOOL. 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
- JOIN US IN CELEBRATING EARTH MONTH BY TAKING PART IN THE NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION APRIL 1-30, 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 Earth 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
- Always tag @WylandFoundation and local partners to increase visibility. Use #MyWaterPledge, #SaveWaterChallenge, and city-specific tags like #WaterWise[CityName].

X: 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 #Earthmonth? Take a free pledge to conserve water & energy until April 30 & 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 1 minute & help save the planet mywaterpledge.com
- Do your part this Earth Month ! Go to mywaterpledge.com and tell us how you will help save our planet. EVERY DROP COUNTS! #mywaterpledge

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 APRIL 1-30 AT MYWATERPLEDGE.COM
- DID YOU KNOW? THE AMOUNT OF WATER LEAKED FROM U.S. HOMES CAN 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 EARTH 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 APRIL 30. ALL YOU HAVE TO DO IS LET US KNOW HOW YOU WILL BE SAVING WATER AND ENERGY DURING EARTH MONTH.
- RESIDENTS IN THE WINNING CITIES WILL BE ELIGIBLE TO WIN HUNDREDS OF PRIZES. PLUS, SCHOOLS IN WINNING CITIES CAN WIN UP TO \$25,000 IN ZENNI REMAKES BLUE LIGHT EYEGLASSES MADE FROM RECYCLED PLASTICS EQUAL TO THREE DISCARDED SINGLE USE PLASTIC WATER BOTTLES. 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
- APRIL IS EARTH MONTH! 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, SCHOOLS IN WINNING CITIES CAN WIN UP TO \$25,000 IN ZENNI REMAKES BLUE LIGHT EYEGLASSES MADE FROM RECYCLED PLASTICS EQUAL TO THREE DISCARDED SINGLE USE PLASTIC WATER BOTTLES. 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
- JOIN US IN CELEBRATING EARTH MONTH BY TAKING PART IN THE NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION APRIL 1-30, 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

Web Banner Templates

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

Skyscape
160x600

[JPG](#)

[PSD](#)

IT'S FUN, FREE AND EASY. SIMPLY CHOOSE AN ACTION TO TAKE ON BEHALF OF YOUR CITY AT MYWATERPLEDGE.COM

MYWATERPLEDGE.COM

WIN \$3000 for home utilities and \$25,000 in prizes for students at area schools!

Take the Wyland National Mayor's Challenge for Water Conservation, April 1-30

A Community Service Campaign From: WYLAND FOUNDATION

In Association With: NLC ZENNI TORO

PLUS \$1,000 IN HOME IRRIGATION PRIZES

Founded in 1993, the Wyland Foundation is a non-profit community service organization that brings people together for clean water and a healthy ocean. Learn more at www.wylandfoundation.org

Take the Wyland National Mayor's Challenge for Water Conservation, April 1-30

mywaterpledge.com

WIN \$3000 for home utilities ***

Plus! \$25,000 in prizes for students at area schools!

A Community Service Campaign From: WYLAND FOUNDATION

In Association With: NLC ZENNI TORO

Rectangle (IG) 300x250

[JPG](#)

[PSD](#)

WIN \$3000 for your home-utilities — and \$25,000 in prizes for students at area schools!

Take the Wyland National Mayor's Challenge for Water Conservation April 1-30 • mywaterpledge.com

A Community Service Campaign From: WYLAND FOUNDATION

In Association With: NLC ZENNI TORO

Every Drop Counts

PLUS \$1,000 IN HOME IRRIGATION PRIZES

[JPG](#)

Leaderboard 728x90

[PSD](#)

Half Page 300x600

[JPG](#)

[PSD](#)

IT'S FUN, FREE AND EASY. SIMPLY CHOOSE AN ACTION TO TAKE ON BEHALF OF YOUR CITY AT MYWATERPLEDGE.COM

WIN \$3000 for home utilities and \$25,000 in prizes for students at area schools!

Take the Wyland National Mayor's Challenge for Water Conservation, April 1-30

A Community Service Campaign From: WYLAND FOUNDATION

In Association With: NLC ZENNI TORO

PLUS \$1,000 IN HOME IRRIGATION PRIZES

Founded in 1993, the Wyland Foundation is a non-profit community service organization that brings people together for clean water and a healthy ocean. Learn more at www.wylandfoundation.org

High Res Posters – Great For Print / Customizing

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

MYWATERPLEDGE.COM

Take the Wyland National Mayor's Challenge for Water Conservation, April 1-30

WIN \$3000
for home utilities
and \$25,000 in prizes
for students at area
schools!

SPREAD THE WORD ON SIMPLE WAYS TO SAVE WATER AND CLEAN UP OUR COMMUNITIES

It's fun, free and easy. Simply choose an action to take on behalf of your city at mywaterpledge.com

A Community Service Campaign From: **WYLAND FOUNDATION** In Association With: **NLC**, **ZEPENNI**, **PLUS \$1,000 IN HOME UTILITY PRIZES**, **TORCO**, **Sign Up Now!**

Founded in 1993, the Wyland Foundation is a non-profit community service organization that brings people together for clean water and a healthy ocean. Learn more at wylandfoundation.org

Poster 1

PNG

PSD

MYWATERPLEDGE.COM

MAKE A PLEDGE TO SAVE WATER. WIN UP TO \$50,000 IN PRIZES, INCLUDING \$3,000 FOR HOME UTILITIES

BECAUSE WE ALL LIVE DOWNSTREAM FROM SOMEONE ELSE

15TH ANNUAL WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION, APRIL 1-30

A Community Service Campaign From: **WYLAND FOUNDATION** In Association With: **NLC**, **ZEPENNI**, **PLUS \$1,000 IN HOME UTILITY PRIZES**, **TORCO**, **Sign Up Now!**

Founded in 1993, the Wyland Foundation is a non-profit community service organization that brings people together for clean water and a healthy ocean. Learn more at wylandfoundation.org

Poster 2

PNG

PDF

It starts at mywaterpledge.com

TAKE THE 15TH ANNUAL WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION, APRIL 1-30

MAKE AN APRIL RESOLUTION FOR HEALTHIER WATERWAYS

WIN \$3,000 FOR YOUR HOME UTILITIES — AND PRIZES FOR STUDENTS AT AREA SCHOOLS

IT'S FREE, EASY, AND OUR ENTIRE COMMUNITY BENEFITS

A Community Service Campaign From: **WYLAND FOUNDATION** In Association With: **NLC**, **ZEPENNI**, **PLUS \$1,000 IN HOME UTILITY PRIZES**, **TORCO**, **Sign Up Now!**

Founded in 1993, the Wyland Foundation is a non-profit community service organization that brings people together for clean water and a healthy ocean. Learn more at wylandfoundation.org

Poster 3

PNG

PDF

Teacher Instructions for Student Participation

[PNG](#)

[PDF](#)

MYWATERPLEDGE.COM

Instructions for Teachers:
HOW STUDENTS PARTICIPATE

The National Mayor's Challenge for Water Conservation is an annual event that takes place in April to promote water conservation and raise awareness about water waste. This year, students have the opportunity to play an active role in the challenge and make a difference by making pledges to reduce water waste. Teachers are encouraged to lead their students in participating in the challenge and report the results.

01 STEP 1 INTRODUCE THE CHALLENGE
Explain to your students what the National Mayor's Challenge for Water Conservation is and why it is important. Emphasize that the challenge takes place every April and aims to identify the most water-wise city by encouraging residents to make online pledges to conserve water.

02 STEP 2 REVIEW THE PLEDGES
Go to mywaterpledge.com, select your city, then go through the pledge process. Read each pledge option aloud to the students and ask for a show of hands to determine if they are willing to commit to the behavior outlined in the pledge (e.g. taking shorter showers). If a majority of the students are in favor of committing to the pledge, check the box. If less than a majority of students opt not to commit, do not select the box.

03 STEP 3 REPEAT
Repeat this process for all 16 pledge options, until you have reviewed and selected the pledges that the student majority has agreed to commit to.

04 STEP 4 COMPLETE YOUR INFORMATION
At the end of the pledge, fill out the teacher's name, school, and the number of students participating. If you are a teacher with multiple classes, please enter the total number of students participating. **AFTER** all classes have voted.

05 STEP 5 CHECK YOUR CITY STANDINGS
Check the City Standings. Check the city standings at mywaterpledge.com to see how your students' pledges have affected your city's ranking.

DON'T FORGET PRIZES
Participating schools are eligible for gift cards for school supplies and blue light glasses from Zenni. See the complete rules for more details.

WYLAND FOUNDATION



SAMPLE MAYOR VIDEOS

1. **Mayor Regina Romero, Tucson, AZ, accepts Grand Prize Highlander to be awarded to resident-selected local charity.**

<https://youtu.be/NGC3ox6W7R4>

2. **Mayor Eric Johnson, Dallas, TX - PSA**

<https://youtu.be/50Msyp83mkk>

3. **Mayor Poe of Athens, GA, challenges Gainesville, FL, Mayor (and loses gracefully)**

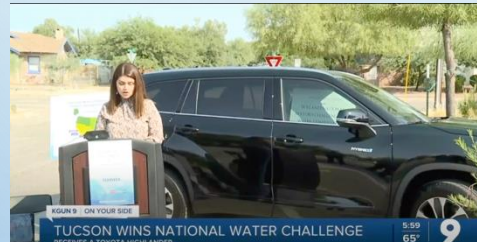
<https://youtu.be/d0C8z0qeOyk>

4. **Mayor Andrew Ginther of Columbus, OH, celebrates the work of his residents**

https://youtu.be/M_eqajJklWo

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:



Dallas Mayor Eric Johnson Supports Next Mayor's Challenge for Water Conservation



Columbus Mayor Andy Ginther Urges Residents To Join In Wyland National Water Conservation Campaign



Athens, GA and Gainesville, FL Mayor's Challenge 2019

Athens-Clarke County Public Utilities Department
May 29, 2019

Go DAWGS! In this video, Mayor Lauren Poe of Gainesville, FL cheers for the UGA Bulldogs (albeit, unenthusiastically) as part of a bet with Athens-Clarke County Mayor Kelly Girtz. The bet coincided with the Wyland Foundation's National Mayor's Challenge for Water Conservation - a month-long competition to see which U.S. cities collect the most pledges from their residents. Athens, GA finished in first place this year while Gainesville finished in sixth. It was a whirlwind of a competition and we thank Mayor Poe for keeping his word!

SAMPLE LOCAL NEWS PSAS

Sample PSA from KCAL / KCBS2 Los Angeles

<http://youtu.be/yfRtdaAHIJ4>

(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, April 1-30. 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, April 1-30. 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 2022 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 April at mywaterpledge.com



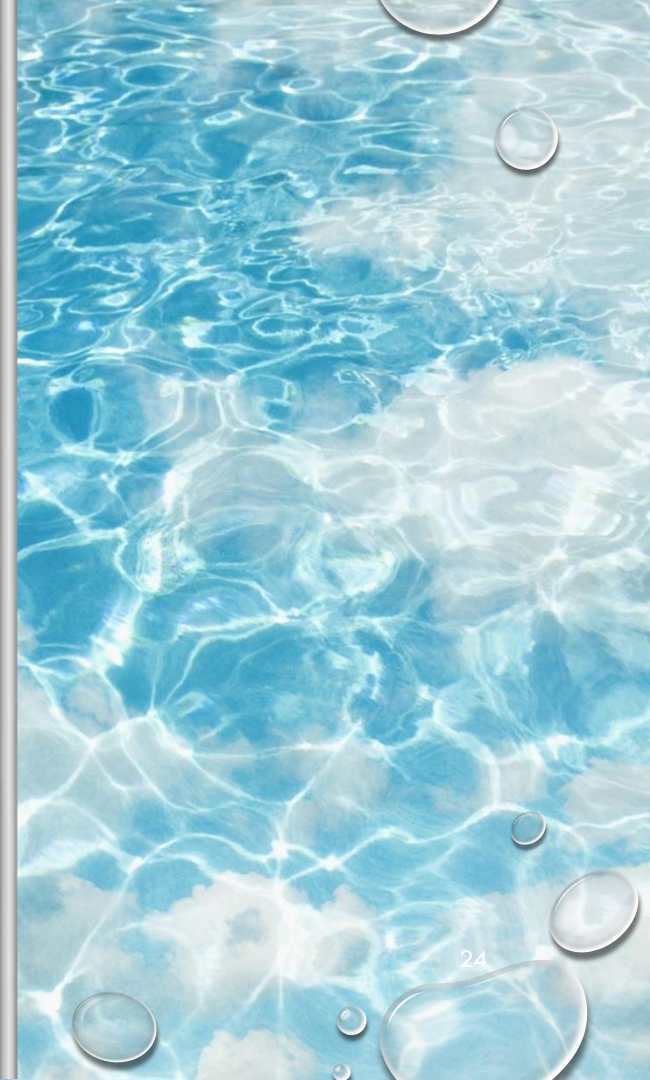
SAMPLE NEWSLETTER POSTS

CITY COMMUNICATION POST 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, APRIL 1-30, 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 HOME IRRIGATION PRODUCTS, AND MORE. PLUS, SCHOOLS IN WINNING CITIES CAN WIN UP TO \$25,000 IN ZENNI REMAKES BLUE LIGHT EYEGLASSES MADE FROM RECYCLED PLASTICS EQUAL TO THREE DISCARDED SINGLE USE PLASTIC WATER BOTTLES.

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 APRIL AT MYWATERPLEDGE.COM



SAMPLE NEWSLETTER POSTS (CONT.)

Communication Tip:

Add facts and statistics about what your city is already doing to protect our natural resources. This makes your voice 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!

Newsletter Post Idea #2:

Did you know?

- **Total Water Usage in the United States:** As of 2015, the U.S. used approximately 322 billion gallons of water per day.
- **Residential Water Use:**
 - **United States:** The average American uses about 82 gallons of water per day at home.
 - **Europe:** Households in Europe use an average of 144 liters (about 38 gallons) per person per day.
 - **Sub-Saharan Africa:** Residents use significantly less, averaging 2-5 gallons per day.
- **Faucet Flow Rate:** The average faucet flows at a rate of 2 gallons per minute. Turning off the faucet while brushing your teeth can save up to 8 gallons of water per day.
- **Running Toilets:** A running toilet can waste up to 200 gallons of water per day.
- **Leaky Faucets:** A faucet leaking at a rate of one drip per second can waste over 3,000 gallons per year.
- **Thermoelectric Power Generation:** Nearly half of the total water withdrawals in the U.S. are 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, Zenni Remakes, and more. We are all in this together!

SAMPLE POSTS

Blog Idea #3: For Western Region Cities

In the Western United States, water scarcity isn't just a seasonal challenge—it's a year-round reality. From the prolonged droughts in California to dwindling snowpacks in the Rockies, the region faces increasing pressures on its freshwater supplies. These challenges aren't isolated; they fuel a cascade of consequences, including more severe wildfires, stressed ecosystems, and economic uncertainty for industries reliant on water, like agriculture and energy production.

Take the Colorado River Basin as an example. Serving 40 million people and countless farms across seven states, the river is at historic lows due to overuse and warming temperatures. Water cuts and reservoir reductions impact not only the communities directly dependent on this source but also the surrounding ecosystems that rely on its flow to thrive.

Wildfires are another devastating byproduct of these conditions. With parched landscapes and hotter summers, fires burn longer and more intensely, threatening homes, wildlife, and air quality. Addressing water conservation at scale can mitigate some of these risks by reducing strain on rivers and aquifers, promoting sustainable vegetation, and preserving critical ecosystem services.

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 Home Irrigation Products, and more. We are all in this together!

SAMPLE POSTS

Post Idea #4: For Midwest Region Cities

The Midwest is home to some of the most abundant freshwater resources in the world. The Great Lakes alone account for nearly 20% of the planet's surface freshwater. Yet, even here, water security is becoming a pressing issue. Population growth, agricultural runoff, urban expansion, and aging infrastructure are straining this vital resource.

One major challenge is nutrient pollution from farms, which contributes to harmful algal blooms in the Great Lakes and other waterways. These blooms not only threaten drinking water supplies but also impact fisheries and recreation, costing local economies billions of dollars annually. The Mississippi River, another critical artery for the region, carries nutrient-laden runoff downstream, creating a massive dead zone in the Gulf of Mexico, where aquatic life struggles to survive.

In recent years, climate change has exacerbated these problems. More frequent and intense rainfall is overwhelming stormwater systems, increasing the risk of flooding, while hotter summers drive greater demand for water in cities and farms alike. Balancing the region's agricultural economy with its need for clean water has never been more urgent.

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 Home Irrigation Products, and more.

SAMPLE POSTS

Post Idea #5: For Southern Region Cities

The Southern United States is one of the fastest-growing regions in the country, with cities like Austin, Atlanta, and Orlando experiencing unprecedented development. While this growth fuels economic opportunity, it also puts immense pressure on the region's water supplies. Aquifers, rivers, and reservoirs are being tapped at unsustainable rates to meet the needs of booming populations and agricultural demands.

In Florida, groundwater pumping is leading to the drying of sensitive wetlands and the formation of sinkholes, while in Texas, reservoirs are dwindling due to prolonged droughts. Compounding these issues, extreme weather events like hurricanes and heatwaves are becoming more frequent, stressing already fragile water systems. These challenges threaten not only drinking water supplies but also ecosystems that depend on a delicate balance of freshwater inflows.

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 Home Irrigation Products, and more.

SAMPLE POSTS

Post Idea #6: For Northeastern Region Cities

In the Northeast, freshwater might seem abundant, but challenges are mounting. The region's aging water infrastructure struggles to keep pace with growing demands, leading to issues like water main breaks, sewage overflows, and lead contamination. Meanwhile, climate change is intensifying rainfall events, straining stormwater systems and increasing the risk of flooding.

Rivers like the Hudson and Delaware are critical to both urban and rural communities, supporting drinking water supplies, agriculture, and recreation. However, pollution from urban runoff and industrial sites continues to degrade these waterways. In addition, rising sea levels threaten coastal aquifers, leading to saltwater intrusion that impacts drinking water quality.

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 Home Irrigation Products, and more.

This year's **Impact Insight Feature** within the Mayor's Challenge connects participants with hyper-local issues, showing how their water-saving efforts can reduce strain on aging systems and help address flooding risks. Actions such as installing rain barrels, using permeable paving, or simply turning off the tap can collectively alleviate the burden on water infrastructure while preserving clean water for future generations.

Newsletter Post 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 freshwater. 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.

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:

Video #1 - <https://youtu.be/3pe6kLgU7KE>

Video #2 - https://youtu.be/_af-4NgX-1c

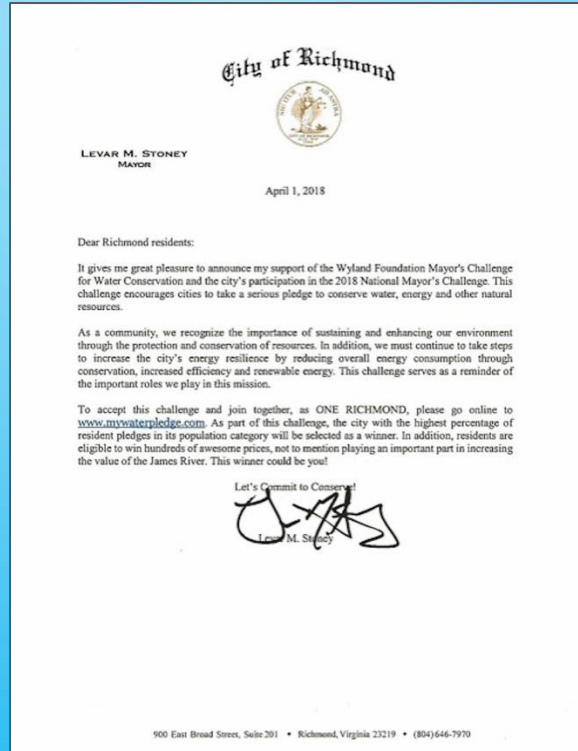
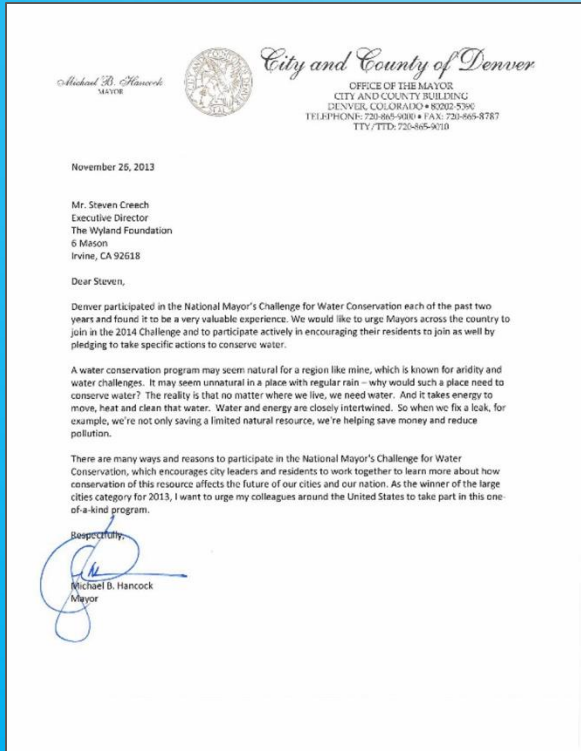
Video #3 - <https://youtu.be/fwOWPvLYVDs>

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...



"One of my top priorities since taking office has been to identify ways that our City-Parish government can support enhanced learning in schools across East Baton Rouge Parish to build stronger, more informed students and families," said Mayor Broome.

"This competition represents an exciting and powerful teaching moment to emphasize the importance of water conservation and how we can work together to create a more sustainable Baton Rouge."

Grand Rapids is home to Michigan's largest watershed – the Grand River, which runs through our downtown. That, coupled with our close proximity to Lake Michigan, we recognize the importance of protecting our fresh water resources. I encourage all citizens to join me in this pledge. Your small choices, when multiplied again and again, make a significant difference in ensuring our city's sustainability for generations to come.

— Rosalynn Bliss, Mayor of Grand Rapids, MI

Conservation is an integral part of the City of Aurora's water planning and management of this most precious resource. With the ever increasing demands on limited water resources, the National Mayor's Challenge for Water Conservation has underscored our residents' commitment to the ongoing sustainability and conservation of our water. Aurorans have really stepped up to win this challenge two years in a row. We're looking forward to our third victory this year.

— Steve Hogan, Mayor of Aurora, CO

Mayor Donald P. Wagner is joining other mayors across the country in asking residents to make a commitment to conserve water and protect this vital resource by taking part in the 7th annual Wyland Mayor's Challenge for Water Conservation.

"This annual challenge to conserve water, sponsored by the Wyland Foundation here in Irvine, reminds us of our precious resource," said Mayor Wagner. "I am hopeful that what is a short-term challenge for our residents becomes a long-term practice of conservation."

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 28, 2016

Facebook Twitter Pinterest Google+

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 3-30**, 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

STARBUCKS TIMES News Outdoors Sports Events Opinion Lifestyle Edition Sign

Santa Maria Mayor Alice Patino urges residents to conserve water during April

WWW.MYWATERPLEDGE.COM
April 28 through 30th

The arrival of April marks the beginning of the National Mayor's Challenge for Water Conservation, which means Santa Maria Mayor Alice Patino is encouraging residents to come together to conserve water.

This friendly competition is an easy way for our community to come together to help the environment and to save water, electricity and natural resources. Patino said a water conservation is a win-win.

Residents interested in committing to help keep conservation of water can visit www.mywaterpledge.com to sign up for the program. The program will award prizes to the top 10 cities in the state.

Cities with the highest rate of participation for their population category will receive \$50,000 in eco-friendly prizes, such as a new 2016 Toyota Highlander Hybrid SUV.

Participants also can earn five professional hours from the Santa Maria Learning Center for completing the pledge. The program will award prizes to the top 10 cities in the state.

The Utilities Department is located at 2601 E. Main St., and hours are from 8 a.m. to 5 p.m. Monday through Friday.

PEOPLE.COM'S DAILY News Business Technology Entertainment Sports Finance Environment

Palm Bay Mayor Rob Medina Encourages Citizens to Make Commitment to Water Conservation

By Rob Medina, Mayor of Palm Bay // April 2, 2021

APRIL 2021 MAYOR'S MESSAGE

This April, in observance of Water Conservation Month, Palm Bay Mayor Rob Medina, joined with leading Palm Bay in the 16th annual Wyland National Mayor's Challenge for Water Conservation by asking his fellow Palm Bayers to make a long-term commitment to using water wisely.

BREVARD COUNTY - PALM BAY, FLORIDA - This month, in observance of Water Conservation Month, I will be leading Palm Bay in the 16th annual Wyland National Mayor's Challenge for Water Conservation by asking my fellow Palm Bayers to make a long-term commitment to using water wisely.

Join me in protecting one of our most precious natural resources by taking the pledge to conserve water at www.mywaterpledge.com from April 1 through April 30.

If we all do our part, we can preserve our shared water resources and protect our natural waterways for years to come!

WYLAND FOUNDATION

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

| 2025 Wyland National Mayor's Challenge for Water Conservation | | | | |
|---|---------------------------|---|-----------------------------|------------------------------------|
| Summary of pledges and benefits | | | | |
| | Saves Costs for Consumers | Saves Infrastructure and Operating Costs for Cities | Promotes Drought Resiliency | Protects Watersheds and Ecosystems |
| I pledge to make the following choices in my home: | | | | |
| Repair leaky faucets, pipes and toilets | 🇺🇸 | 👍 | 🌿 | 🌳 |
| Shorten shower times, use low-flow devices and turn off the tap | 🇺🇸 | 👍 | 🌿 | 🌳 |
| Wash only full loads of laundry and dishes | 🇺🇸 | 👍 | 🌿 | 🌳 |
| Use Energy Star appliances | 🇺🇸 | 👍 | 🌿 | 🌳 |
| Power down to save electricity | 🇺🇸 | 👍 | 🌿 | 🌳 |
| I pledge to make the following choices in my daily life: | | | | |
| Waste less food | 🇺🇸 | 👍 | 🌿 | 🌳 |
| Use reusable shopping bags | 🇺🇸 | 👍 | 🌿 | 🌳 |
| Use a refillable bottle or cup | 🇺🇸 | 👍 | 🌿 | 🌳 |
| Think twice about using single use plastics - like 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 the following choices for my community: | | | | |
| Scoop up my pet's waste | 🇺🇸 | 👍 | | 🌳 |
| Dispose of old pharmaceuticals safely and definitely don't flush them | 🇺🇸 | 👍 | | 🌳 |
| Walk, bike or bus more often | 🇺🇸 | 👍 | | 🌳 |
| Recycle batteries and electronics | 🇺🇸 | 👍 | | 🌳 |
| Recycle clean paper, cardboard, aluminum and glass | 🇺🇸 | 👍 | | 🌳 |

*Make pledges at mywaterpledge.com and win prizes for your city. And for more actions you can take, check out wylandfoundation.org/mywaterproject

Downloadable

MANUAL PLEDGE FORM:

PRINT THE ATTACHED MANUAL
PLEDGE FOR TO USE AT EVENTS
WHERE ACCESS TO THE
MYWATERPLEDGE.COM WEBSITE IS
LIMITED.

Step 1:

Print out as many copies as needed of the
2025 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
April 15, 2025 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 or email
info@wylandfoundation.org

2025 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
- Think twice about single use plastics - especially 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 mayorschallenge@wylandfoundation.org. Or mail to Wyland Foundation attn: Mayors Challenge, 30265 Tomas, RSM, CA 92688

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).

Downloadable

WYLAND CLEAN WATER MOBILE LEARNING

During the Challenge our Mobile Learning Center will assist in Promoting the Challenge. The 1,000 square foot million dollar water education exhibition features an all-new state-of-the art 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, President, Wyland Foundation 949.643.7070 ext. 283
steve.creech@wylandfoundation.org a 501©3 non-profit organization

Marci Vahey, Director of Program, Wyland Foundation
949.643.7070 ext. 261
marciv@wyland.com

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

*Learn more about the Wyland Foundation at www.wylandfoundation.org, Google us,
or look for us on Charity Navigator, Candid, or across the web*