

Outreach Toolkit For Cities

# 16th Annual Wyland National Mayor's Challenge for Water Conservation

A turnkey, effortless way for cities  
to inspire community action.



A NONPROFIT COMMUNITY  
SERVICE PROJECT PRESENTED  
BY



IN ASSOCIATION WITH:





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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](https://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.

*How The  
National  
Mayor's  
Challenge for  
Water  
Conservation  
Works...*

*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.

# New Feature

**Impact Insight Initiative:** A cutting-edge AI tool that connects participants' pledges to real issues in their neighborhoods, showing how small actions contribute to meaningful outcomes.

**Year-Round Engagement Tool:** Empowering cities and residents to stay active in water conservation efforts beyond the April Challenge, with metrics and bonus points for ongoing participation.

# *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 EcoBloomz eyewear**, 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 2026 campaign, designed to transform abstract conservation efforts into tangible, relatable actions.



## Connects People to The Water Issues Around Them



**Personalized Insights:** Residents who make pledges at [mywaterpledge.com](https://mywaterpledge.com) receive AI-generated feedback showing how their commitments affect their local environment.



For example, a pledge to reduce water waste might highlight how water scarcity in the participant's ZIP code is affecting property values, insurance rates, or public resources.



**Localized Impact:** The tool connects participants to news stories, environmental data, and challenges specific to their community, helping them see the direct role their actions play in addressing these issues.



**Motivating Behavior:** By making the benefits clear—both for the community and personally—participants are more likely to remain engaged. Whether it's showing reduced strain on local water supplies or financial savings, the tool ensures residents see the value of their efforts.

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 toward the challenge every April 1st-30th to win 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](http://mywaterpledge.com)

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

Projects your residents do at [myvolunteerwaterproject](#) 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.

**Official Online Badge:** Share your city's standings throughout the month.

**Supplemental Website for Schools:** Includes lesson plans and tools to engage students in the Challenge.

**Animated PSAs:** Available for local TV or online use to boost visibility.

# Tips For Success

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>

- 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](http://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, 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

3) **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/>
- × 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 or a famous football rivalry 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

#### 4) 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](mailto: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, My Volunteer Water Project ([wylandfoundation.org/mywaterproject](http://wylandfoundation.org/mywaterproject))

# Tips For Success

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/classroom-edition>
- × Chamber of Commerce (engage local businesses)
- × Local Water District

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](http://www.MiramarFL.gov/Water)  
 954-602-HELP(4357)  
[www.MyWaterPledge.com](http://www.MyWaterPledge.com)

MIRAMAR WATER

IT'S RIGHT HERE IN MIRAMAR...

WYLAND NATIONAL  
 MAYOR'S CHALLENGE  
 FOR WATER CONSERVATION  
 APRIL 1-30

TUCSON WATER TUCSONALSOOWATER

STAFF WIN!

MAYOR'S CHALLENGE FOR WATER CONSERVATION

30

mywaterpledge.com

WYLAND FOUNDATION

GILBERT PLEDGE  
**PARKS, STREETS, AND FACILITIES**

Help Gilbert win Most Water Pledge

[mywaterpledge.com](http://mywaterpledge.com)

# Creativity Counts



- **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](http://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](http://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](http://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](http://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, one lucky charity will win a 2022 Toyota Highlander Hybrid Vehicle. Tell all your friends! [Mywaterpledge.com](http://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](http://mywaterpledge.com) @wylandfoundation
  - April is Earth Month! Need suggestions of what you can do? Go to [mywaterpledge.com](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://mywaterpledge.com)
- Do your part this Earth Month! Go to [mywaterpledge.com](http://mywaterpledge.com) and tell us how you will help save our planet. EVERY DROP COUNTS! #mywaterpledge

# Sample Social Media Posts

# 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](http://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](http://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](http://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](http://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 EcoBloomz eyewear made from recycled plastics equal to three discarded single use plastic water bottles. Tell all your friends! [Mywaterpledge.com](http://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](http://mywaterpledge.com) @wylandfoundation
- × April is Earth Month! Need suggestions of what you can do? Go to [mywaterpledge.com](http://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 EcoBloomz eyewear 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](http://mywaterpledge.com) @wylandfoundation

# Web Banner Templates

Downloadable web assets

Skyscape  
160x600

[PDF](#)



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

PLUS \$1,000 IN HOME IRRIGATION PRIZES TORO

Founded in 1983, the Wyland Foundation is a non-profit community service organization that serves people together to care water and a healthy ocean. Learn more at 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

PLUS \$1,000 IN HOME IRRIGATION PRIZES TORO

Rectangle (IG) 300x250

[PDF](#)



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

Every Drop Counts PLUS \$1,000 IN HOME IRRIGATION PRIZES TORO

Leaderboard 728x90

[PDF](#)

Half Page 300x600

[PDF](#)



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# High Res Posters – Great For Print / Customizing

Downloadable versions will be available shortly here: [www.mywaterpledge.com/files](http://www.mywaterpledge.com/files)

mywaterpledge.com

Take the Wyland National Mayor's Challenge for Water Conservation

APRIL 1-30

-WIN-  
**\$3,000**  
FOR HOME UTILITIES  
+  
Community and School Prizes

Take the Pledge. Save Water. Support Your City.

It's fun, free and easy. Choose one simple action at [mywaterpledge.com](http://mywaterpledge.com).

A Community Service Campaign From: **WYLAND FOUNDATION**

In Association With: **NLC**, **ZICNNI**, **PLUG IN TO SAVE**, **RECYCLE**, **PRICES**, **TORO**, **HPA**, **FCPS**

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](http://wylandfoundation.org)

Poster 1

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**

16TH ANNUAL WYLAND NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION, APRIL 1-30

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

A Community Service Campaign From: **WYLAND FOUNDATION**

In Association With: **NLC**, **ZICNNI**, **PLUG IN TO SAVE**, **RECYCLE**, **PRICES**, **TORO**, **HPA**, **FCPS**

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Poster 2

It starts at [mywaterpledge.com](http://mywaterpledge.com)

TAKE THE 16TH 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**, **ZICNNI**, **PLUG IN TO SAVE**, **RECYCLE**, **PRICES**, **TORO**, **HPA**, **FCPS**

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](http://wylandfoundation.org)

Poster 3

# Teacher Instructions for Student Participation

PDF

**MYWATERPLEDGE.COM**

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

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](http://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**

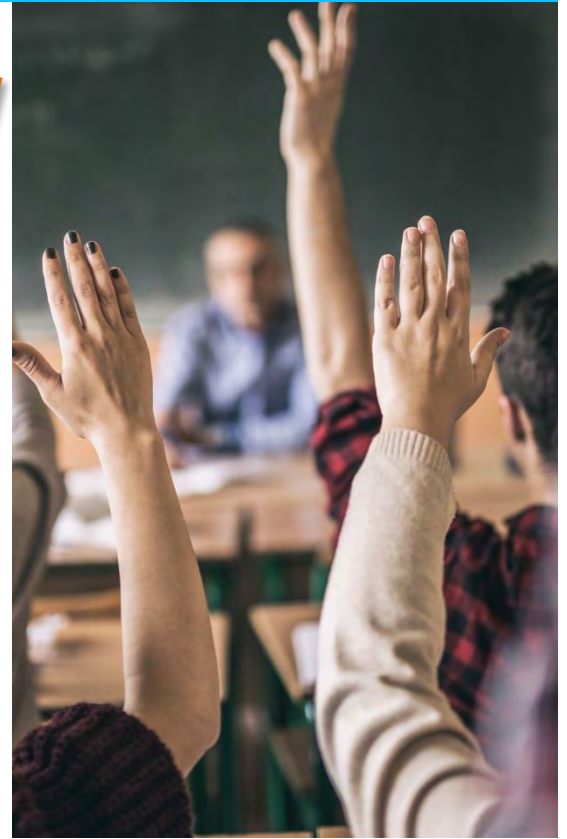
At the end of the pledge, fill out the teacher's name, school, and the number of students participating. If you are a teacher with multiple classes, please enter the total number of students participating. If all classes have voted.
- 05 STEP 5 CHECK YOUR CITY STANDINGS**

Check the City Standings. Check the city standings at [mywaterpledge.com](http://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**

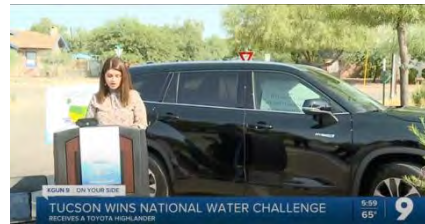


# Sample Mayor Videos

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/50Msvp83mmk>
3. Mayor Poe of Athens, GA, challenges Gainesville, FL, Mayor (and loses gracefully)  
<https://youtu.be/doC8zoqeOyk>
4. Mayor Andrew Ginther of Columbus, OH, celebrates the work of his residents  
[https://youtu.be/M\\_eqajJkWo](https://youtu.be/M_eqajJkWo)

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 Nat'l 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/yfRtdaAHJ4>

(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](mailto: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](http://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](http://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 EcoBloomz eyewear 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](http://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](http://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 EcoBloomz eyewear, 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](https://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](https://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](https://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

**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.

## **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](https://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.

# 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.



# 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 Dallas Blog » The Mayor's Pledge to Save Dallas Water

## The Mayor's Pledge to Save Dallas Water

April 20, 2017

Facebook Twitter Pinterest Google Plus



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 that cares about water conservation.

Please visit [www.mypwaterpledge.org](http://www.mypwaterpledge.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 (EcoOS).
  - 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 [www.GreenDallas.org](http://www.GreenDallas.org).

Comments: 1

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



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

"This challenge opportunity is an ideal way for our community to come together to help the environment and to save money, electricity and natural resources," Patino said in a statement concerning about the event.

Residents interested in committing to long-term conservation of water can visit [www.mypwaterpledge.org](http://www.mypwaterpledge.org) to sign up for the challenge. Participants are encouraged to share their pledge on social media and to encourage friends and family to do the same.

Cities with the highest rate of participation in their population category will receive \$10,000 in eco-friendly prizes, such as a new 2017 Toyota Highlander (MSRP listed below).

Participants also can earn five promotional items from the Santa Maria Utilities (SMU) including a \$100 gift certificate, a \$50 gift certificate, a \$25 gift certificate, a \$10 gift certificate, and a \$5 gift certificate.

The Utilities Department is located at 201 S. Main St., and hours are from 8 a.m. to 5 p.m., Monday through Friday.

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

By Rob Medina, Mayor of Palm Bay, 7 April 2017

### APRIL 2021 MAYOR'S MESSAGE



On April 1st, in observance of Water Conservation Month, Palm Bay Mayor Rob Medina, commends participating mayors in the 16th annual National Mayor's Challenge for Water Conservation by asking his fellow Palm Bayers to make a long-term commitment to conserving water today.

**BREVARD COUNTY - PALM BAY, FLORIDA** - This month, in observance of Water Conservation Month, I will be leading Palm Bay in the 16th annual 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.mypwaterpledge.com](http://www.mypwaterpledge.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

2026 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
<b>I pledge to make the following choices in my home:</b>				
Patch up those leaky taps and toilets	🌍	🏠	💧	🌳
Make showers quick, use low-flow gadgets, and shut off the faucet.	🌍	🏠	💧	🌳
Do laundry and dishes only when loads are full.	🌍	🏠	💧	🌳
Choose Energy Star devices	🌍	🏠	💧	🌳
Power down to save electricity	🌍	🏠	💧	🌳
<b>I pledge to make the following choices in my daily life:</b>				
Reduce food waste	🌍	🏠	💧	🌳
Use reusable shopping bags	🌍	🏠	💧	🌳
Opt for a refillable bottle or mug	🌍	🏠	💧	🌳
Consider skipping single-use plastics, like those plastic straws!	🌍	🏠	💧	🌳
<b>I pledge to make the following choices in my yard:</b>				
Spruce it with climate-friendly flora	🌍	🏠	💧	🌳
Shut off sprinklers during rain.	🌍	🏠	💧	🌳
Use sprinklers on minimal settings before 8 am	🌍	🏠	💧	🌳
Sweep instead of hose	🌍	🏠	💧	🌳
<b>I pledge to make the following choices for my community:</b>				
Pick up my pet's waste	🌍	🏠	💧	🌳
Get rid of old meds properly, definitely avoid flushing!	🌍	🏠	💧	🌳
Walk, bike or bus more often	🌍	🏠	💧	🌳
Recycle batteries and electronics	🌍	🏠	💧	🌳
Recycle clean paper, cardboard, aluminum and glass	🌍	🏠	💧	🌳

\*Make pledges at [mywaterpledge.com](http://mywaterpledge.com) and win prizes for your city. And for more actions you can take, check out [wylandfoundation.org/mywaterproject](http://wylandfoundation.org/mywaterproject).

# 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 2026 Manual Submission form

## Step 2:

**Option 1:** After the event's 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, 2026 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

## 2026 National Mayor's Challenge for Water Conservation

Manual Pledge Submission Form

Tip: You can always take the pledge online at [www.mywaterpledge.com](http://www.mywaterpledge.com) (fastest). This form is for manual submissions.

### 1) Participant Information

First name \_\_\_\_\_ Last name \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Email \* \_\_\_\_\_ Phone \_\_\_\_\_

Age / Prize Drawing (check one):

I'm 18 or older  Yes, enter me in the prize drawing (18 + only)  I'm under 18 (I still want to help my city!)

### 2) My Pledges (check all that apply)

These are simple, everyday actions. Pick what works for you—every check helps your community.

#### In my home in my life

- |   |  |
|---|--|
| <input type="checkbox"/> Repair leaking faucets, pipes, and toilets                                       | <input type="checkbox"/> Use reusable shopping bags                              |
| <input type="checkbox"/> Shorten shower times, use low-flow devices; turn off taps while brushing/shaving | <input type="checkbox"/> Waste less food (save a crop, save a drop!)             |
| <input type="checkbox"/> Wash only full loads of laundry and dishes                                       | <input type="checkbox"/> Think twice about single-use plastics—especially straws |
| <input type="checkbox"/> Power down to save electricity   | <input type="checkbox"/> Walk, bike, or take a bus more often                    |
| <input type="checkbox"/> Use a refillable water bottle  |  |

#### In my yard

- Beautify with climate-appropriate plants
- Turn off sprinklers when it rains
- Sweep instead of hose

#### In my community

- Recycle clean paper, cardboard, aluminum, and glass
- Recycle batteries and electronics
- Dispose of unwanted medications safely (don't flush them)
- Scoop up pet waste

### 3) Submit This Form

Email: [mayorschallenge@wylandfoundation.org](mailto:mayorschallenge@wylandfoundation.org)

Mail: Wyland Foundation (Attn: Mayors Challenge), 30265 Tomas, Rancho Santa Margarita, CA 92688

Note: All manual submissions are reviewed and tallied at the conclusion of the Challenge.

# Wyland Clean Water Mobile Learning Center

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.



See video of  
what's inside

# Contact

**Contact:**

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Learn more about the Wyland Foundation  
at [www.wylandfoundation.org](http://www.wylandfoundation.org), Google  
us, or look for us on Charity Navigator,  
Candid, or across the web