

WEF Water Advocates Program & Imagine a Day Without Water

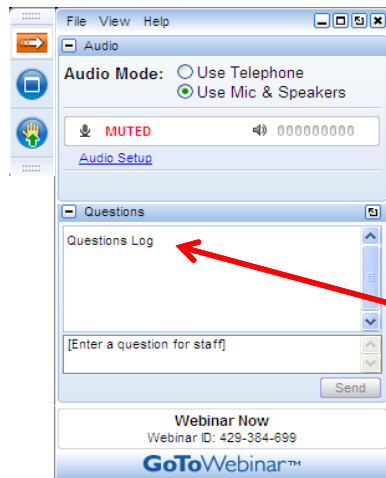


Imagine a Day Without Water
September 15, 2016

Webcast Presentation
Thursday, Sept. 8, 1 PM EST
wef.org/webcasts/
wef.org/wateradvocates/
imagineadaywithoutwater.org/



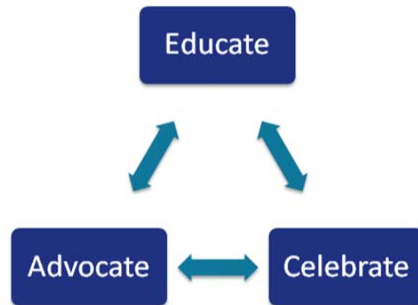
How to Participate Today



- **Audio Modes**
 - Listen using Mic & Speakers
 - Or, select "Use Telephone" and dial the conference (please remember long distance phone charges apply).
- **Submit your questions using the Questions pane.**
- **A recording will be available for replay shortly after this webcast.**



What is Imagine A Day Without Water?



Imagine a Day Without Water
September 15, 2016

How can you participate in Imagine a Day Without Water?

Join the more than 100 organizations that have already signed up!

Sign up to participate at imagineadaywithoutwater.org/signup

Sign up here to participate in Imagine a Day Without Water 2016

Organization *

Ideas for participating?



Participate

12 Ways to Participate
2016 Participants
2015 Participants

12 Ways to Participate

1. **Host a tour or an open house.** Invite elected leaders, stakeholders, the business community and/or press to an **open house or tour** of a water or wastewater facility. The more visual the tour, the better. Broadcast journalists especially love giving viewers a peak and

Resources



Resources

Message Framework
Press Release Template
Op-Ed Template
Resolution Template
Download the Logo
Tips for Hosting a Good Press Event

Message Framework

This framework was developed to be the foundation of our unified message for Imagine a Day Without Water. We used the message framework to write our other resource materials, including the press release, op-ed, and resolution, all available for download in this resource section. Feel free to take this message framework and tailor it to better suit the specific issues and solutions you want to highlight for Imagine a Day Without Water.

Most Americans take water, and the systems that bring it to and from homes and businesses, for granted. They turn on the tap, and safe

Imagine a Day Without Water Social Media Graphics

#ValueWater

Expected life span of underground pipe? 50 years.
Median age of pipes in the D.C. Water System? 78 years.



Imagine a Day Without Water
October 6-8, 2015

43% of the U.S. is experiencing drought conditions.



Imagine a Day Without Water
October 6-8, 2015



#ValueWater

www.thevalueofwater.org

Water Advocates Program



Grassroots Program to Involve WEF Members and Member Associations in Advocacy on behalf of the Water Sector

- Federal Focus - Members of Congress
- State Focus - Legislatures (led by WEF MAs)
- Deliver the Message about the Value of Water, the Important Role of Water Professionals, and to invest in Infrastructure and Innovation
- Tools and Resources to help deliver those messages.



Water Advocates Program

- **New Website:**
 - www.wef.org/wateradvocates
- **New Toolkit** *(posted on new website)*
 - Tips and Guidance on how to be an effective advocate
- **Joining the Program is easy:**
 - wateradvocates@wef.org
 - wef.org/wateradvocates/
 - <http://cqrcengage.com/wef/wateradvocates>



What Influences Congress?

- Providing consistently **reliable** information: 87.0 percent
- Presenting a **concise** argument: 85.2 percent
- Holding **face-to-face** meetings: 58.4 percent
- Academic or issue **experts**: 81.5 percent
 - 95% of American support increased investment in water infrastructure



CQRC Engage Presentation

- Account Executive: Alicia Michaels



Agenda

- Explanation of CQRC Engage
- CQRC Engage Navigation
- How to Participate
- Find your Elected Official
- Water Advocate pages
- Questions?



2017 National Water Policy Forum, Fly-In & Expo

March 20 - 22, 2017
Washington, DC
*Westin Washington DC
City Center*



Water Advocates Program

- **New Website:**
 - www.wef.org/wateradvocates
- **New Toolkit** *(posted on new website)*
 - Tips and Guidance on how to be an effective advocate
- **Joining the Program is easy:**
 - wateradvocates@wef.org
 - wef.org/wateradvocates/
 - <http://cqrcengage.com/wef/wateradvocates>

