

WEF Federal Advocacy TOOLKIT

MEET WEF'S NEW WATER ADVOCACY TOOLKIT,

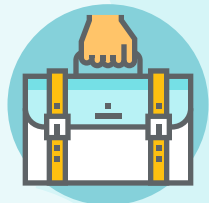
where you can get all the information you need to advocate for the water issues that are important to you!



WHAT
and Why



WHEN, WHERE
and How



What to
BRING AND SAY



**WANT
MORE?**

WEF Federal Advocacy TOOLKIT

Returning clean water into the environment and subsequently producing safe drinking water does not happen by chance. It is a focused effort provided by dedicated professionals who do their job outside the purview of the general public.



What is advocacy anyway and Why should YOU advocate for water now?

> Water advocacy is:

*Informing **elected officials and policy makers of what we professionals inherently know**, we produce clean, safe water and we need certain resources, legislation, and funding to do this.*

*Sharing **your passion about** the importance of access to clean, safe drinking water and sanitation.*

Letting the general public, from school age to adult; know the importance of our day-to-day dedication and the need of their support to continue that effort.

> Why advocate:

*Because **YOU** are the expert when it comes to understanding water issues.*

Support for our profession is something that will come through continued advocacy by you, our members. Your efforts, big or small can make that happen.

*If not **YOU**, then **WHO**?!*



When, Where and How?

> What are you waiting for?! You can start right now:

Sign up as an advocate on the Water Advocates webpage

*Take part in the active **Calls to Action** by entering your address to identify your representatives and emailing them this message: **Investing in our most valuable resource: Water** - which has been drafted by WEF!*

Share within your MAs and energize others within your MAs to communicate and act on local, regional, and state initiatives

> More of a face-to-face person?

Set up an in-person meeting with your representatives. Find your Representatives here

Join forces with like-minded professionals to advocate on a national level at the Water Week Policy Fly In

> Spread the word to friends, family and colleagues by posting to social media:

Social Media Graphics | thevalueofwater

> Get Loud for Water Week!

It's the last week of April of year (<https://www.wef.org/advocacy/water-week>)

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What should I bring with me? What should I say?

- › Check out the [Value of Water Message Deck](#) for a simple and powerful message:

Water is essential.

Water resources and infrastructure are at risk which puts the nation at risk.

Investment in water must be a top priority to ensure clean, safe water so that all communities can thrive.

- › A picture is worth a thousand words, infographics are worth even more!

The United States of Water

South

Northeast

West

Canada

Midwest

The Economic Benefit of Investing in
Water (The Value of Water Campaign)

Social Media Graphics:
The Value of Water



Want more?

- › [Join WEF's Government Affairs Committee](#)

- › [Check out NEWEA's excellent Advocacy Toolkit!](#)

- › [ASCE's Wastewater Infrastructure Report Card](#)

- › [ASCE's Stormwater Infrastructure Report Card](#)

- › [WEF's 2020 MS4 Needs Assessment Survey](#)

- › [WEF's Policy and Position Statements](#)

Climate Change

Stormwater

Water Infrastructure Funding

PFAS

Water Reuse

Biosolids

Contaminants of Emerging Concern (CEC)

Wastewater Effects of Removing Lead
from Drinking Water