



**American Water Works  
Association**

## **Utility Member Benefit**

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The Authoritative Resource on Safe Water®

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## **Public Affairs Advisory**

**TO: AWWA Leadership  
All Utilities**

**FROM: AWWA Public Affairs**

**DATE: March 2, 2010**

<b>Who:</b>	<b>Utility Public Affairs and Water Conservation Contacts</b>
<b>What:</b>	<b>Conservation Outreach Program Materials Sought for Guidebook</b>
<b>When:</b>	<b>Submittal Deadline is Friday, March 19<sup>th</sup></b>

AWWA is soliciting information about programs and materials that help utilities reduce customer water use; examples will be featured in a new guidebook for AWWA members. The Public Affairs Council, in cooperation with the Water Conservation Division, is developing this free guide to assist utilities in developing effective conservation outreach programs.

All materials should be submitted electronically in **PDF format**, and may be no larger than **2MB**. A one-sheet description of the materials and their use also may be included. All submissions may be used for publication in the final guide. Once completed, the guide will be made available to all AWWA member utilities free of charge.

Examples of materials include:

- General awareness materials
- Incentive and rebate programs
- Mandatory watering schedules
- Bill stuffers
- Newsletters
- Websites
- Giveaways

Please submit samples of water conservation campaign materials to Deirdre Mueller ([dmueller@awwa.org](mailto:dmueller@awwa.org)) by Friday, March 19<sup>th</sup>. For more information please contact the Public Affairs office at 303-347-6140.