

Florida Section
American Water Works Association
Drinking Water Week Activities
Featuring the
Water Conservation Poster Design Contest

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All of the material contained in this booklet is also available from our website

www.FSAWWA.org

The deadline is March 19th to submit your posters!

Welcome to the National Drinking Water Week

The FSAWWA would like to cordially invite your Utility to celebrate Drinking Water Week this year! Drinking Water Week always begins the first Sunday in May and runs through the following Saturday.

The following are some of the many ways your utility can participate:

I. "DROP SAVERS" CONTEST

Every year the Florida Section of the American Water Works Association (FSAWWA) sponsors the "Drop Savers" Water Conservation Poster Contest. Students in grades K-12 are encouraged to create a poster depicting a water conservation idea, in slogan form, drawing form, or both.

PROGRAM OBJECTIVE

To promote water awareness and the importance of water conservation in school-aged children.

FUNDING

Some utilities, especially when they are participating for the first time, may want to ask for donations from local vendors and businesses. All you need is a mailing list! How much money (or goods which could be used for prizes) you receive will determine on what scale you wish to participate. Other utilities may have a budget for public relations activities to draw from.

GETTING STARTED

1. The workload will be lighter if you can form a committee of interested persons to launch the "Drop Savers" contest.
2. Read this entire file to get an overview of the program. Decide in how many of the five grade divisions your utility wishes to participate. Money availability may be an issue (see FUNDING, above). Some choose all five; others prefer to target only one. Children of the utilities' employees are not eligible.

Division 1: Kindergarten and First Grade

Division 2: Second and Third Grade

Division 3: Fourth and Fifth Grade

Division 4: Middle School; Grades Six, Seven and Eight

Division 5: High School; Grades Nine, Ten, Eleven and Twelve

3. Contact your County School system to learn the procedure for contacting the public schools. Some counties may require you to request by a special procedure. Once you have permission, contact your targeted schools' principals by letter or phone around January and invite them to participate. Contact the principals directly for the private schools. In both cases, do these as early as possible, or you may find their agenda is already full for the year. Try to get a contact name for each school. Many times you will find the art teacher is the one who coordinates projects like this.
4. Establish a schedule of events. Use the checklist on page 11 for help.
5. Get an estimate of how many Entry Form posters each school will need. Schools usually do not have funds to have them printed, so your utility will probably need to do this. A reduced size master poster example is on page 15. You may design your own customized master poster for your utility. Schools will also need a copy of your customized poster contest guidelines (page 8); don't forget to type in your deadline under #5. A sample cover letter is also provided (page 9).

GETTING UP AND RUNNING

1. Provide your participating schools with copies of the "Drop Savers" Poster Contest Guidelines and the blank entry forms.
2. You may wish to have the schools choose one "School Winner" from each grade division, or you may have a committee that does so. In any case, emphasize the deadline the entries must be in your hands. You can either have them mail them to you, or you can pick them up.
3. Remember that students are to create a poster depicting a water conservation idea! "Don't Pollute the Water" is a good theme, but is not really water conservation. Please remind your judges of this. Judge all the schools' entries you receive and choose your first place prize winners' poster from each grade division in which you are participating. Selection should be based on subject matter, creativity, and originality, not just artistic ability. **Submit 6 color copies (8½" X 11") of just the design portion** of each of these winning designs to:

Vince Eck, State Coordinator
Drop Savers Program
2152 Sprint Blvd.,
Apopka, Fl 32703.

For example, if you participate in grades K - 1st, 2nd - 3rd, and 4th - 5th, that's 3 divisions, and you would send 6 color copies of the winner of each division. ***Your entries to Vince must be postmarked before or on March 19th to be included in the judging!***

4. Make a copy of page 6, and enter the "vital statistics" on it and submit that sheet along with your entries. You only need to fill out **one** sheet. The information section needs to be completed legibly before mailing to me. Type or print the information about you and your Utility on the lines provided so your entries can be easily identified. This address will be where I mail the prizes to. **This is also very important: In the upper left margin of each of your winners' copies, please write the grade division it represents, but nothing else.** Each will be assigned a number to ensure anonymity. Please do not put stickers on the back or front, or anything else that will identify them. Just the grade division is enough. They won't get lost; they stay with the cover sheet until they have their judging stickers affixed.

GETTING THINGS WRAPPED UP

1. All the entries received by the state committee will be judged by an impartial panel of judges to determine the state winners for each division. The Florida Section AWWA will provide the state awards. Each child who *places* statewide will also receive a T-shirt with their poster reproduced on it, and a certificate. Honorable Mentions will be awarded to all *submittals* that do not place, and they will receive a different certificate. Your utility may wish to have some kind of local recognition for your school winners.
2. You will be notified if any of your entries placed on the statewide level soon after they are judged, and your winners' T-shirts, certificates, and prizes (if applicable) will be sent to you before the start of Drinking Water Week. You may wish to present these to the students at some type of ceremony as part of Drinking Water Week.

II. HAVE AN OPEN HOUSE

Sponsor an open house to showcase your facility and to encourage public awareness and help improve customer relations! You may also want to encourage your vendors/consultants/businesses to sponsor your open house. They sometimes like to do things like this if they are recognized in some way, such as a display board and/or program showing appreciation for the sponsors. Some things you might consider having at an open house are:

Refreshments

Punch and cookies, or something fancier. Try chilling your own tap water and serving that, too!

Handouts

If you have pamphlets describing your system, pass them out. AWWA has many handouts on water Conservation available for purchase, as well.

Programs

Teach the public where their water comes from, how you treat it, how it gets to their taps. Show videos on related topics (available for borrowing from the lending library). Have knowledgeable staff conduct tours of your facility.

Giveaways

Imprinted balloons, pencils, stickers, coloring books/crayons, magnets, and key rings are some possibilities. Novelty/party stores usually offer custom imprinting and a wide selection of goods. Try Oriental Trading Company <www.oriental.com> for very reasonably priced goods. Many other items are available from the AWWA's Publications catalog under novelties.

III. REQUEST A PROCLAMATION

Request proclamations from your local City and/or County proclaiming Drinking Water Week the week following the first Sunday in May.

IV. LET THE MEDIA KNOW

If you are going to have any kind of local "Drop Savers" program, open house or other program, send a press release to the local media about it, and ask them to have a reporter cover your event. Asking your local Mayor or a television weather person to be master of ceremonies may help get local coverage. Some City Council meetings are televised. Try to get on their agenda, and present your "Drop Savers" City Winners with awards. Get on the agenda to receive your City proclamation. Do the same for County Commission meetings. Display all your "Drop Savers" School Winners entries at City Hall, your utility, a local mall, or anywhere else that gets exposure. If you are located in a largely rural area, the local newspaper will probably be happy to do a write-up on any events you have planned. A big City might in the local edition, but also try small weekly papers.

V. PUBLIC INFORMATION/EDUCATION

Staff a public information/education booth at a local mall. Have your personnel give water conservation talks to adult groups (community centers, clubs) or visit schools. Some ideas:

Handouts

If you have pamphlets describing your system, pass them out. An analysis of your water always makes a good handout. AWWA has many handouts on water conservation available for purchase, as well. Call 1-800-926-7337.

Programs/Displays

Teach the public where their water comes from, how you treat it, how it gets to their taps. Display any awards your facility may have won.

Giveaways

Imprinted helium balloons, pencils, stickers, coloring books/crayons, magnets, and key rings are some possibilities. Novelty/party stores usually offer custom imprinting and a wide selection of goods. Many other items are available from AWWA. Try Oriental Trading Company <www.oriental.com> for very reasonably priced goods.

Public Relations

Let the public know that professionals are in charge of their drinking water. Make up a display of your treatment facility. Let them know about licensing requirements for your employees; that operators are licensed by the Department of Environmental Protection. Display all, or just your winning, "Drop Savers" School Winners' posters. Get some ideas from the utilities pages on the website, or come up with something totally unique!

If you have any questions or need help, please contact:

Vince Eck, State Coordinator
Drop Savers Program
2152 Sprint Blvd
Apopka, Fl 32703
Phone: (407) 553-4146
FAX: (407) 880-2962
E-mail: Vincent.eck@itt.com

Please visit the website at: www.FSAWWA.org

Drop Savers Sponsoring Utility: _____

_____ (____) _____
Contact Person Phone e-mail

Mailing Address _____ City Zip

Kindergarten ___ / First Grade ___ Entry (check one) School Name: _____

Child's Name: _____ School City: _____

Child's Mailing Address: _____

T-shirt size: *Child's* 10-12 14-16 (please circle one) City Zip

Second Grade ___ / Third Grade ___ Entry (check one) School Name: _____

Child's Name: _____ School City: _____

Child's Mailing Address: _____

T-shirt size: *Child's* 10-12 14-16 *Adult's* small medium (please circle one) City Zip

Fourth Grade ___ / Fifth Grade ___ Entry (check one) School Name: _____

Child's Name: _____ School City: _____

Child's Mailing Address: _____

T-shirt size: *Child's* 10-12 14-16 *Adult's* small medium (please circle one) City Zip

Middle School Entry: 6___ 7___ 8___ (check one) School Name: _____

Child's Name: _____ School City: _____

Child's Mailing Address: _____

T-shirt size: *Adult's* small medium large X-large (please circle one) City Zip

High School Entry: 9___ 10___ 11___ 12___ (check one) School Name: _____

Child's Name: _____ School City: _____

Child's Mailing Address: _____

T-shirt size: *Adult's* small medium large X-large (please circle one) City Zip

Sample Letter to Vendors for Sponsorship Funding

Request for Sponsorship Funding / Donation

Date

Title/First/Last

Address

City/State/Zip

Dear first,

This year, from date through date, utility name is holding its # of years Annual Water Conservation Poster Contest in recognition of nationally proclaimed Drinking Water Week.

We would like to invite sponsor name to sponsor utility name this year. Your sponsorship will assist with the ongoing effort to educate our young people and reward them for their participation.

You have provided us with excellent service and, together, we can show Florida's youth and their families how water conservation is an integral part in the protection and preservation of our environment. All sponsors names will be displayed and / or included in our program during our Open House and Awards Ceremony to be held date.

If you have any questions, please call me at phone #. We would like to add your name to our sponsor's list.

Sincerely,

Contact Person

Poster Contest Guidelines

Please visit our website at www.FSAWWA.org

(Share this website address with the children's families)

1. Poster must be on the official entry form provided in order to be entered in the local and statewide contest. It may be copied.
2. Each poster should portray a water conservation idea, in slogan form, drawing form, or both. Students may use crayons, pencil, markers, paint, etc.
3. The poster must have the information section at the top filled in completely and legibly. Illegible entries will be disqualified. Please have the children print if at all possible.
4. Each school is to designate one poster from each category (i.e. K-1, 2-3, 4-5, 6-8, and 9-12) in which they have been asked by _____ (Utility name) to participate, as their SCHOOL WINNERS. Selection should be based on subject matter, creativity and originality, not just artistic ability.
5. Your school must arrange with _____ (Utility name) for the school winners' posters to be delivered to the utility by a deadline that will allow them to judge and submit their winners to the state contest on time. The deadline to return your school's posters to your utility is: _____.
6. The utility will select its winner for each category from all of the school winners' posters submitted, and send them to the state competition.
7. Please mail your posters to the address below. If you have any questions, please contact the same:

(Utility name) _____

(Utility address) _____

(Utility city/state/zip) _____

(Utility phone) _____

Sample Cover Letter Requesting Participation from Local Schools

Utility Name
cordially invites your students to participate in our
"Drop Savers"
Water Conservation Poster Coloring contest

(Date)

(Name)

(Address)

(City /State/Zip)

Dear (Name)

In celebration of nationally proclaimed "Drinking Water Week" _____ (Date) _____,
_____ (Utility Name) _____ is sponsoring a water conservation poster contest in the local elementary schools. The contest encourages students to use their own water conservation ideas and design to create a "T-shirt" poster.

Each school will pick one winner from all their entries for (grade categories your utility chooses) combined. These children are your SCHOOL WINNERS. All school winners' posters will be judged by _____ (committee name) _____, who will select one child to represent each grade category. These children's posters will be sent to the state competition to represent _____ (Utility Name) _____.

Won't you please participate in this worthy and educational event? Please read the attached rules, and be sure to note the deadline for returning your SCHOOL WINNERS posters to us. We're sure all the area children will enjoy creating water-saving ideas!

Sincerely,

(Name)

(Utility)

Sample Notice to Schools

Open House Invitation

Name of utility cordially invites you, your staff, students, and family to participate in our "Drop Savers" contest and open house. This year will mark Utility's name, #of years, celebration of "National Drinking Water Week" through, date / time, at location. Our open house will be held on date / time, at location. We offer tours to the public as well as local schools and youth organizations in our community.

We will be encouraging students to participate in the "Drop Savers" program by creating their own water conservation ideas and submitting an original T-shirt/poster design to be entered in our poster contest which is for students in grades categories. Entries may include slogans, drawings, or both. Our local winners will be entered in the statewide competition with other utilities' winners. These contests have been approved by the local County School Board (see attached approval). All entries must be submitted on the form we provide to you.

This year, list prizes awards will be given to the winning students. Prizes will include plus an opportunity to compete for a \$100, \$75, or \$50 savings bond in the state competition.

Directions to open house:

If you have any questions, please contact: Name
Phone

Schedule Checklist

"Drop Savers" Poster Contest

Funding: Decide on a budget: _____

Money from our Utility: _____

Money from our sponsors: _____

Form a "Drop Savers" Committee ASAP!

_____	_____
_____	_____
_____	_____
_____	_____

Decide on # of categories to participate in: _____

Contact local county school system for permission to use school kids. ASAP!

Contact school principals. Ask for 1) participation, 2) a contact person, and 3) the # of posters each school will require. ASAP!

Print total # of posters needed for all schools: _____, as well as copies of the poster contest guidelines. Don't forget to add YOUR deadline: _____ to the guidelines keeping in mind it must be early enough to allow you to submit YOUR winning entries to the state contest by **March 19th**.

Distribute posters to participating schools as early as possible (January/February). Arrange method to have them returned to you.

Judge entries on: _____

Submit 6 color copies (8½" X 11") of just the design portion from each category in which you are participating. **In the upper left margin of each of your copies, please write the grade division it represents.** Also send a filled out copy of page 6. The deadline for your entries to be submitted in the State Competition is **MARCH 19th !!!!**

Sample Press Release - Contest

Public Service Announcements for
Radio / TV / Newspapers

Contact Person: _____

Phone Number: _____

For Immediate Release

The American Water Works Association's "Drop Savers" Water Conservation Poster Contest (your grade divisions)

_____ [Utility Name] _____ is preparing for a statewide poster contest, which teaches elementary aged school children and reminds middle and high school aged teens about the importance of water conservation. We feel that our best opportunity to conserve water is through a long-range education and awareness program, and what better way than to begin with our young people.

The students submit their posters and they are judged by an independent panel. The winning posters will be displayed on _____ [Date] _____ at _____ [Location] _____, _____ [Address] _____. One of the best things about this contest is the way the whole community can become involved. Many local merchants and vendors donate the prizes and/or funds for the local contest winners. The Florida Section of the American Water Works Association provides the prizes for the State Winners.

For more information about the poster contest or for literature on how to conserve water, please call _____ [Contact Person] _____ from _____ [Time] _____, Monday through Friday at _____ [Phone Number] _____.

Sample Letter Requesting Proclamation

From Local Government

City Proclamation Requests

(Date)

[Name]

[Address]

[City/State/Zip]

Dear [Name],

Once again we are approaching the celebration of the American Water Works Association's (AWWA) nationally proclaimed "Drinking Water Week". This letter is to request a Proclamation in observation of this year's celebration, _____ [Date] _____.

We at _____ [Utility's Name] _____ want you to know that we appreciate your support and interest in "Drinking Water Week". It means a great deal to us. Many _____ [Community Name] _____ residents have participated in and supported _____ [Utility's Name] _____ efforts to implement water conservation awareness.

A copy of the Proclamation given to us by Governor _____ [Current Governor] _____ for [Previous Year] is enclosed. Please respond as soon as possible. Thanks again.

Sincerely,

[Contact person]

enclosure

Sample Invitation to Attend Drinking Water Week Activities

TV Stations

Invitation to Attend

[Utility Name]

Annual "Drinking Water Week" Open House

[Date]

We would like to invite Channel [Station Number] to attend our [Number of Years] annual open house in recognition of nationally proclaimed "Drinking Water Week". This year's event will be held at [location]. Over [Number of Students] local students are scheduled to attend between the hours of [XX] am and [XX] pm. to tour the facility, learn about water conservation and water treatment. An Awards Ceremony will begin at [Time] pm for the students, their families, teachers and principals. The prizes for the winning posters will be presented at that time.

This program is part of _____ [Utility's Name] _____ ongoing effort to educate consumers of all ages about the importance of water conservation. We hope you will join us for these "Drinking Water Week" activities, and help make this a meaningful event in the community.

Notes: