



**A campaign about the choices  
we make and their impacts on  
water quality**

# Shared Challenges

- How do we get people to care & respond?
- How do we change the social landscape?
- How do we measure our outreach impact?



*The River starts at your front door.....*



# Social Marketing

Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society.

# Indiana's Water Management, Values & Challenges





# Key Questions that Impacted Our Approach



- Do you live in a watershed?
- Do you live in an area that drains to the White River?
- How much of a problem are the following water quality issues in your area (bacteria, nutrients, sediment, pesticides)?
- During the last calendar year, how have you used local resources in and around your community?
- Who do you trust for information about the environment?
- How do you like to receive information about water quality to improve water quality?
- My actions have an impact on water quality?
- It's important to protect water quality even if it slows development?

Need to help people understand the actual pollutants

Need to understand my best outreach partners

Need to make sure my public officials can see people's commitment to water issues

# Two Biggest Keys to Social Marketing... and a few others tricks

- ✓ My actions matter (make a difference)
- ✓ My actions are socially acceptable
- ✓ It's fun – the
- ✓ Barriers are r
- ✓ It's tied to ot  
and people I tru





**Your LAWN CHOICES are CONNECTED to Clean Water**

Grow Grass, Not Algae! Use Less Fertilizer & Buy Phosphorus Free to Prevent Water Pollution

**YOU CAN MAKE A DIFFERENCE!**

**Make a Difference TAKE A PLEDGE!**

Focuses on getting people to PLEDGE ACTION

**LAWN FERTILIZER**

**LEARN MORE**

LAST PLEDGE  
chris c. - Indianapolis

**CONSERVE WATER**

**LEARN MORE**

LAST PLEDGE  
Scott s. - Fishers

**VOLUNTEER SERVICE**

**LEARN MORE**

LAST PLEDGE  
Susan C. - Fishers

**NATIVE PLANTS**

**LEARN MORE**

LAST PLEDGE  
Donna R. - Cape Girardeau

## WELCOME TO CLEAR CHOICES CLEAN WATER INDIANA

**WE ARE SO GLAD YOU STOPPED BY!**  
Clear Choices Clean Water is a nationally award-winning campaign designed to...


**WHO ELSE IS PLEDGING?**




# Started with one Campaigns in 2010...

## Added three more in 2012...

**FERTILIZE  
LAWNS  
LESS** It Grows  
Algae  
Too



**MAKE A DIFFERENCE!**



Take a Lawn Fertilizer Pledge at  
[Indiana.ClearChoices.org](http://Indiana.ClearChoices.org)

**PICK UP  
PET POO** It All  
Piles Up




**MAKE A DIFFERENCE!**




Take a Poo Pledge at  
[Indiana.ClearChoicesCleanWater.org](http://Indiana.ClearChoicesCleanWater.org)

**PLANT  
NATIVES** Get Back To  
Your Roots




**MAKE A DIFFERENCE!**




Take a Plant Pledge at  
[Indiana.ClearChoicesCleanWater.org](http://Indiana.ClearChoicesCleanWater.org)

What Goes  
Down  
Comes Back  
Around

**MAINTAIN  
YOUR  
SEPTIC  
SYSTEM**



**MAKE A DIFFERENCE!**

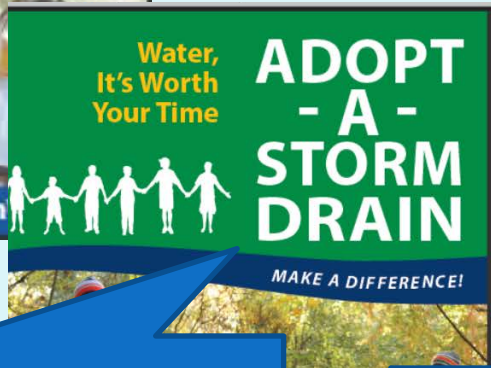


Take a Septic Pledge at  
[Indiana.ClearChoicesCleanWater.org](http://Indiana.ClearChoicesCleanWater.org)



# Recently added in 2015/2016

Diverse pledge topics provide for many new 'points of entry'



Service Pledge includes several opportunities

Cross-over Urban/Ag Topics and outreach partners

Take a Service Pledge at  
Indiana.ClearChoicesCleanWater.org

Indiana.ClearChoicesCleanWater.org

# And NOW 2017...

**DON'T FEED WATERFOWL**

Their Poo Is Fowl Too

*MAKE A DIFFERENCE!*




Take a Waterfowl Pledge at [Indiana.ClearChoicesCleanWater.org](http://Indiana.ClearChoicesCleanWater.org)

**STEWARDSHIP TREES**

Catch It in the Canopy

*MAKE A DIFFERENCE!*




Take a Tree Pledge at [Indiana.ClearChoicesCleanWater.org](http://Indiana.ClearChoicesCleanWater.org)

**PLANT NATIVES**

Get Back To Your Roots

*MAKE A DIFFERENCE!*



Take a Plant Native Pledge at [Indiana.ClearChoicesCleanWater.org](http://Indiana.ClearChoicesCleanWater.org)

**PROTECT POLLINATORS**

Bee Part of the Buzz

*MAKE A DIFFERENCE!*



Take a Pollinator Pledge at [Indiana.ClearChoicesCleanWater.org](http://Indiana.ClearChoicesCleanWater.org)

**PROTECT POLLINATORS**

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# Indiana.CleanChoicesCleanWater.org



The header features the logo for 'CLEAR CHOICES CLEAN WATER INDIANA' on the left, with icons of a boat and a person fishing. On the right, there are social media icons for Facebook, Twitter, Google+, YouTube, and LinkedIn. Below the logo is a navigation menu with the following items: 'HEALTHY SOILS', 'NATIVE PLANTS & GARDENS', 'LAWN FERTILIZER', 'CONSERVATION', and 'MORE PLEDGES' with a dropdown arrow. A secondary navigation bar contains links: 'Who Else Is Doing It?', 'Why Soil Matters', 'Grow Soil Health', 'More Key Actions', 'Soil Health FAQs', and 'Take a Pledge'.

## Keeping the soil COVERED with living plants and natural mulches

REDUCES soil EROSION, suppresses weeds, and reduces the need for fertilizer.

**YOU CAN MAKE A DIFFERENCE!**



**Make a Difference  
TAKE A PLEDGE**

Technical resources and FAQs for each pledge

### WHO ELSE IS PLEDGING?



1/soils#

### WHY SOIL MATTERS



Today, more than ever, healthy soils are critical to sustaining life. Healthy soils are

### GROW SOIL HEALTH



### MORE KEY ACTIONS



In addition to planting cover crops, reducing tillage, diversifying and

## WHY SOIL MATTERS

Today, more than ever, healthy soils are critical to sustaining life. Healthy soils are needed for food production, water filtration, replenishing groundwater supplies, and breaking down and recycling many important nutrients needed in the overall food chain. Soils are fundamental living systems that support all other living systems on the planet. Protecting and/or growing healthy soils in both urban and agricultural areas protect local water cycles and supply valuable food. ***Even if you don't have a lot of land, you can still help make a difference.***

Experts have predicted that the current world population of nearly 7.5 billion will increase to over 9 billion people by 2050. In order to keep up with this rapid growth, food production will need to increase by 70 percent<sup>1</sup>. As populations continue to increase, productive farmland is decreasing. From 1982 to 2007, the US lost 14 million acres of prime farmland to development<sup>2</sup>. In order to meet the world's demands for food soils need to be at their best – healthy, high-performing, and productive.



### WHAT IS A HEALTHY SOIL?

A healthy soil is full of life. It should smell, look, and feel alive. Healthy soils smell sweet and earthy, not sour or metallic. When you dig into the soil, it should be soft, moist, and easily crumble. Air, water, minerals, decaying plant residue, organic matter from dead and living organisms, insects, worms, animals, and microbes all comprise a healthy soil. Each piece works to provide a balanced environment that fosters the plants, microbes, and insects that depend on it for life.



### HOW IS SOIL HEALTH CONNECTED TO CLEAN WATER?

Healthy soils lead to cleaner water in a number of ways, but first let's talk about the amazing water storage capacity of soil. With the recent droughts throughout the US, soil water storage is key to keeping crops growing during these stressful times and replenishing groundwater supplies. One of the most important components of a healthy soil, and in turn its water storage capacity, is the amount of organic matter in the soil. What is organic matter? Well, it's the small fraction of soil composed of anything that once



UNLOCK THE SECRETS  
TAKE A PLEDGE



### Unlock the Secrets in the soil

The USDA Natural Resource Conservation Service has put together a 'starter kit' on soil health called [Unlock the Secrets in the Soil](#). It includes basic information on the benefits of healthy soil. It was originally developed for farmers, but much of the information applies to anyone with their own backyard garden.



### Did you know...

- One percent of [organic matter](#) in the top six inches of soil would hold approximately 27,000 gallons of water per acre
- For each [1% increase](#) in organic matter, US cropland could store the amount of water that flows over Niagara Falls in 150 days



# Suppliers of Native Plants and Seed

**CLEAR CHOICES**  
CLEAN WATER

**CLEAR CHOICES**  
CLEAN WATER  
get back to your roots

Rain Garden Planting Plan: **Bird/Butterfly**  
Attraction

Acknowledging barriers & benefits

AgVentu  
Kentland  
888-999  
www.ag  
agventu

Applega  
Brook, IL  
219-275

ArborTe  
Lizton, IL  
317-994  
www.arl  
mwarne

CardnoJ  
Walkert  
574-586  
www.ca  
Contact:



# Taking a Pledge – Measuring Impacts

I pledge to plant a cover crop after harvest or keep a living plant growing year-round in the soil

I already do this

I will do this

## COVER CROPS

- By planting a cover crop, you're helping to increase moisture, nutrients and organic matter in the soil and decrease pests and erosion problems.
- Increasing organic matter also means an increase of soil carbon sequestration (trapping carbon in the soil so it's not available to contribute to climate change)

Planting Width in linear ft: \*

20

Planting Length in linear ft:

10

Sediment Reduction in t/yr:

0.08788

Phosphorus Saved in lbs/yr:

0.07658

Nitrogen Saved in lbs/yr:

0.1527

Algae Prevented in lbs/yr:

19.15

[Assumptions](#)

Personalized pollution reductions and  
relatable outcomes resulting from each  
person's 'choice'/action

# Taking a Pledge - Positive Narrative Feedback

Always measuring behavior change.  
Always allowing room for 'early adopters'

I pledge to rotate and diversify the crops I grow

I already do this

I will do this

## DIVERSIFYING CROPS

- By rotating what you plant, you have reduced the risk of spreading plant disease. Over time, these diseases can build up and eventually result in crop failure or costly intervention. Crop rotation keeps these organisms in balance.
- Because different plants require different nutrients to help them grow best, by rotating crops you have helped keep your soil from being depleted of nutrients. It also allows you to apply targeted soil amendments without over fertilizing, which protects water resources from fertilizer runoff.
- Crop rotation can also increase soils moisture and improve your crops' potential yield.



# TAKE A PLEDGE

## Your Information

First Name: \*

Last Name: \*

Contact Email: \*

How Did You Hear About Us: \*

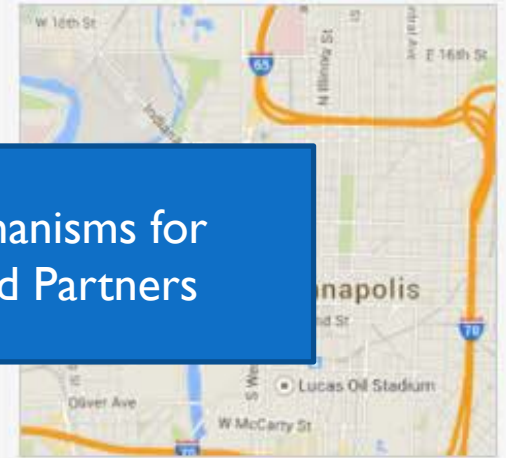
From Whom: \*

Built-in Evaluation Mechanisms for Outreach Strategies and Partners

## Property Information



## WHO ELSE IS PLEDGING?



LAST NATIVE PLANTS & POLLINATORS  
PLEDGE

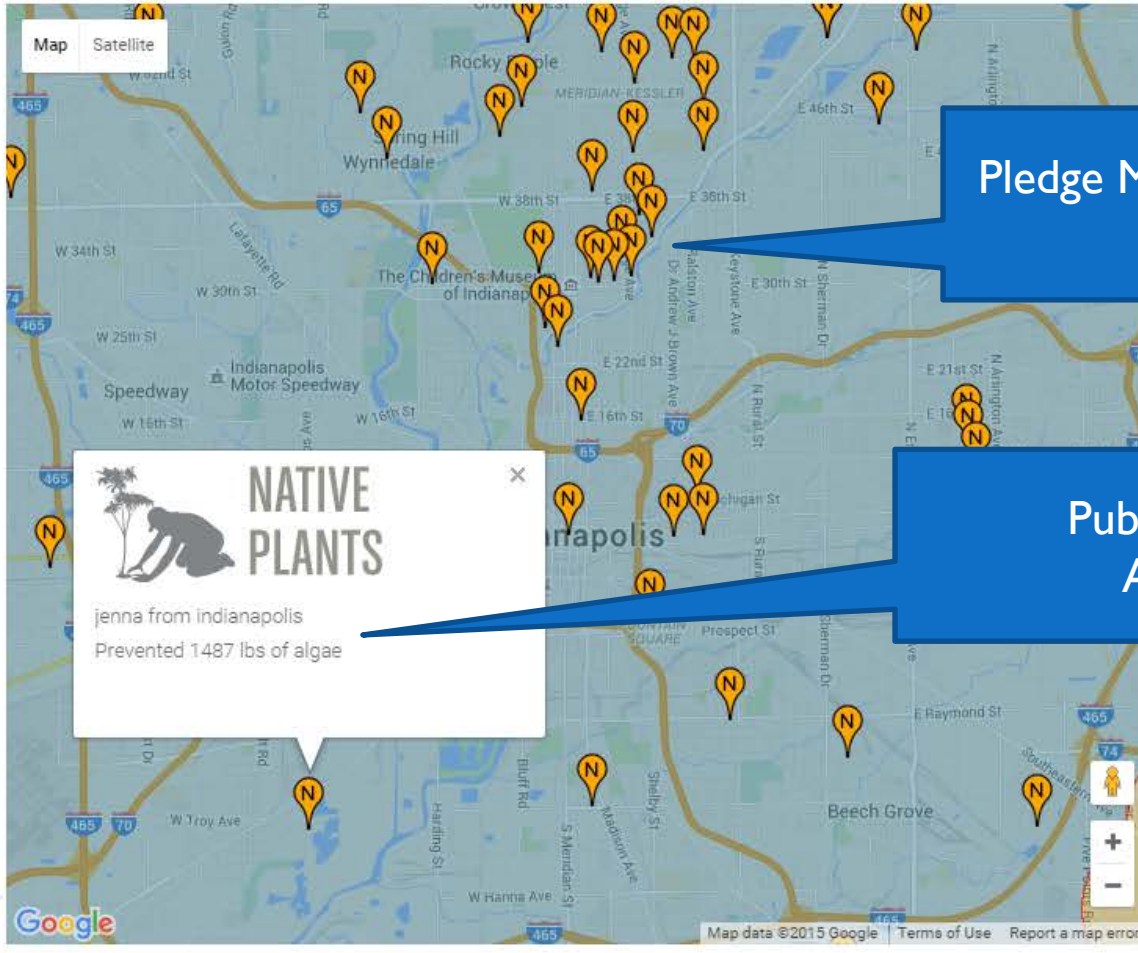
**Emily W. - Indianapolis**

TOTAL NATIVE PLANTS & POLLINATORS  
PLEDGES

**728**



# WHO ELSE IS DOING IT?



Pledge Map = Peer Pressure and Proof of Social Acceptance

Public Commitment and Acknowledgement

## PLEDGE TYPES

Use the check boxes below to hide/show the various pledges that will appear on the

- Conservation
- Septic Maintenance
- Volunteer Service

**SUBMIT**

LAST PLEDGE  
**Caitlin Z. - St. Louis**

TOTAL PLEDGES  
**656**



Dear Jill,

Thank you for making a difference for water by volunteering your service! If you have committed to adopting a storm drain in your area, we will share that information with your local city or town. You may find guidelines and suggestions to help you keep the drain clear by reading the "Adopt a Storm Drain" page on the Clear Choices Clean Water website.

If you've requested more information about other volunteer opportunities in your area, someone will be in contact with you soon.

Name: Jill Hoffmann  
Pledge Type: Service  
Date: 01-26-2016  
City, State, Zip: Indianapolis, IN 46203

Sincerely,  
*The Clear Choices Team*

Follow-up Encouragement Emails –  
Set Up as Customizable  
Auto-Response system

Opportunity to provide 'proof' of  
pledge for incentive programs

# Just for Kids!

## I'm a clean water **SUPERHERO!**

Beginning today \_\_\_\_\_, I will make good choices that help  
date  
protect my lakes and rivers!

*Clear Choices Clean Water*  
certifies that



\_\_\_\_\_ name



*Runoff Riley*



# Impact of ~3000 Pledges

## 1468 lawns - 810 acres

- 26,441 lbs Phosphorus saved/yr
- 6.5 million lbs Algae prevented

## 733 pet owners – 1036 dogs

- 6.1 trillion Bacteria/year

## 580 native planting pledges

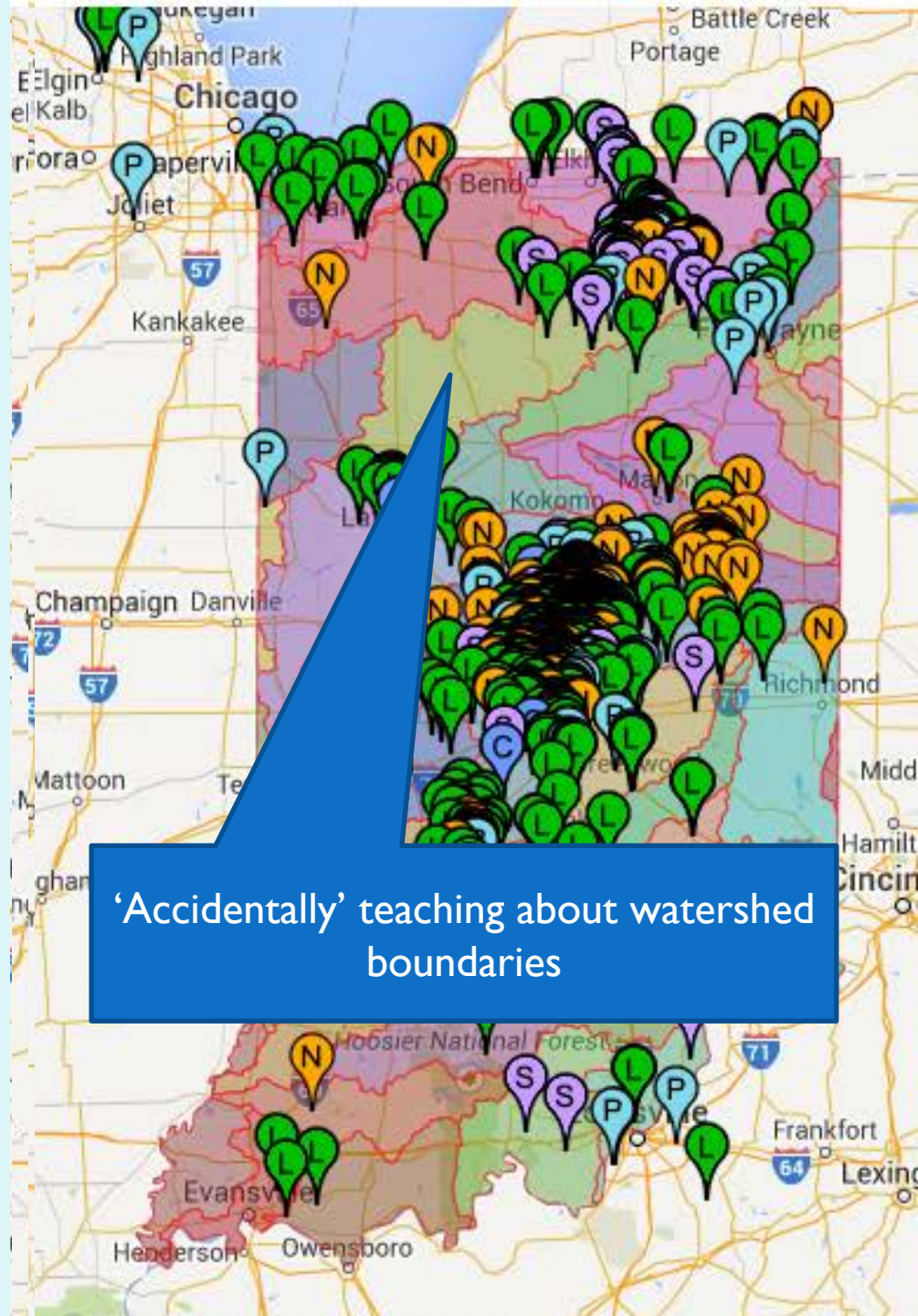
- 1.2 million lbs Phosphorus saved/yr
- 610 million lbs Algae prevented

## 218 septic pledges

- each save 76,650 gallons waste

## 57 conservation pledges

- 7.4 million gallons water saved/yr



'Accidentally' teaching about watershed boundaries



# Social Change – Cleaner Water & Water Conservation



## Evaluation Measures

# of Impressions

# of Pledges

# of Web Site Hits

Pollution Load Reductions

% Behavior Change

Engaged Partners

# Media & Marketing Outcomes

## **Two Important Goals:**

Goal 1 – Pledge #s and Tangible,  
Measurable Behavior Change

Goal 2 – Issue Awareness at Broader  
Scale; Messages Simply Being Seen

# Current Multimedia Resources Available to Sponsors

- Facebook Advertisements
- Facebook 'canned' posts
- Print Advertisements
- Postcards/Handouts
- Posters
- Billboards
- Banners
- Radio Advertisements
- TV Advertisements
- Kids packet items
- Specialized seed packets

INSERT YOUR LOGO  
HERE!



\* Bulk Buys & Logo-ing available



Take-Away Postcard (Front)



Take-Away Postcard (Back w/ Partner logo)



# How can you use less water?

Find the word in bolded text!

- There are a lot of things **kids** can do to save water
- Take shorter **showers**
- Turn off the **faucet** when brushing your teeth
- Turn faucets off tightly to prevent **leaks**
- Plug the **bathtub** before you turn the water on
- Play in the **sprinkler** where the lawn needs it most
- Don't let the **water** run when washing the dishes
- Take Clear Choices action **pledges** as a family
- Be a water conservation **superhero!** Do things from this list!

S X R E T A W S C Q O V B  
F R V O P K D N C T O A U  
S A E S P R I N K L E R T  
L E D G E S J H  
I U W Q A W C T  
H D L N K T F A  
T S D J S O M B  
J O H R E P U S E Y A

Sponsorship Opportunities – Leveraged Dollars



# Billboards & Posters



**Grow Grass, Not Algae!**

**Use Less Fertilizer &  
Buy Phosphorus Free**

**PLEDGE  
NOW!**

Use of pictures that speak to local values.  
Materials placed in strategic locations!



CLEAR CHOICES CLEAN WATER

# GROW SOIL HEALTH



Healthy soils are **LIVING SYSTEMS** full of beneficial organisms



Growing **COVER CROPS** increases important organic matter

**TAKE AN ACTION PLEDGE!**



**LESS TILLING** protects root channels and decreases watering needs

Rotating crops **HELPS PREVENT** diseases and pests



**MAKE A DIFFERENCE!**

[Indiana.ClearChoicesCleanWater.org](http://Indiana.ClearChoicesCleanWater.org)



CLEAR CHOICES CLEAN WATER

# PROTECT POLLINATORS



Pollinators help **CREATE 30% OF THE FOOD** we eat



Pollinator populations are in **SIGNIFICANT DECLINE**

**TAKE AN ACTION PLEDGE!**



Native plants help **RESTORE VITAL HABITAT**

**REDUCED PESTICIDE USE** protects pollinators



**MAKE A DIFFERENCE!**

[Indiana.ClearChoicesCleanWater.org](http://Indiana.ClearChoicesCleanWater.org)



# CLEAR CHOICES CLEAN WATER



You can make a difference. Your choices impact our water.

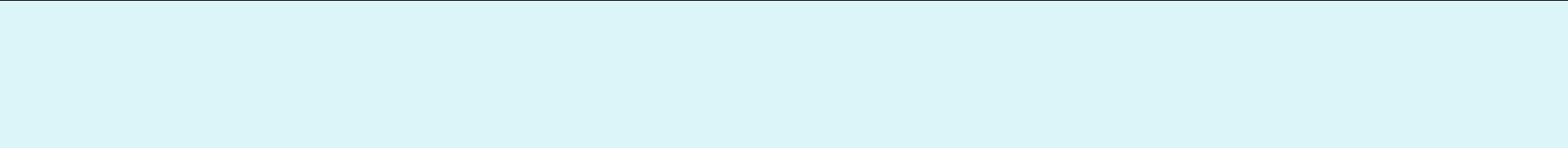
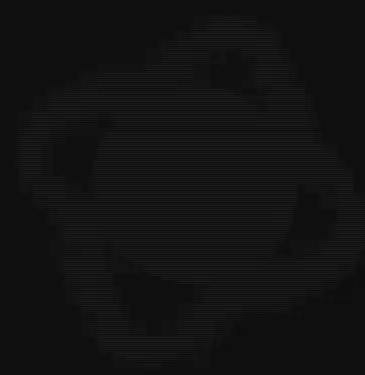
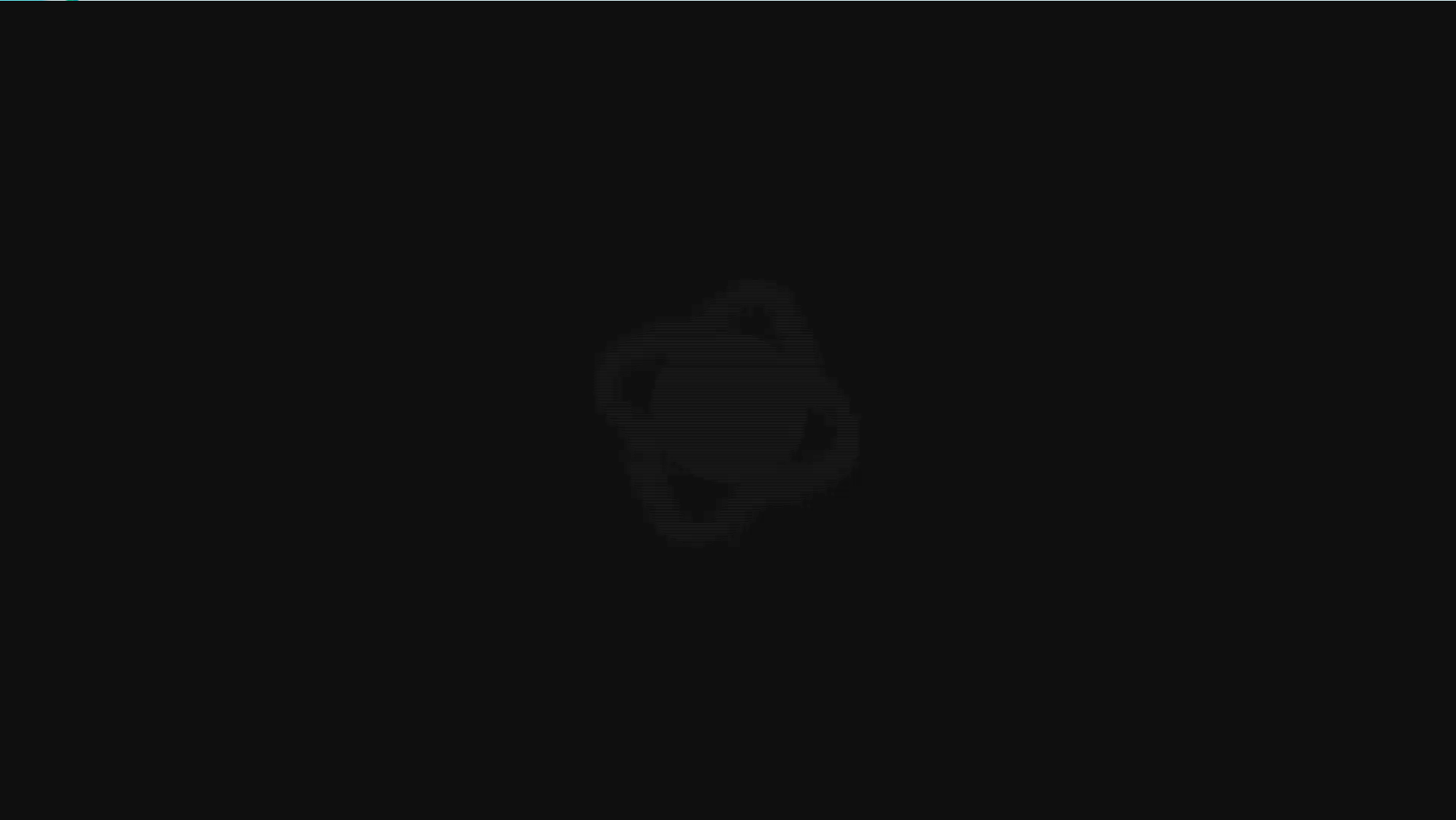


**TAKE AN ACTION PLEDGE!**

[Indiana.ClearChoicesCleanWater.org](http://Indiana.ClearChoicesCleanWater.org)







# Take Away Materials for Kids (and adults!)



- Superhero's Guide
- Bookmark
- Stickers
- Pet waste bag
- Rain gauge
- Seed pack
- *Take the Pledge* card

# Kid's Packets Materials

## Fold-out Activity Guide

### HOW DOES POLLUTION GET INTO OUR LAKES AND RIVERS?



When it rains, water collects on our driveways, sidewalks and yards. Some of it is absorbed into the ground, but most of it flows into storm drains, then to pipes under the street and finally into a river or lake. (We call this water "runoff" or "stormwater".) As it runs off, the water mixes with pollution that's on the ground - litter, chemicals, and animal poo, to name a few! Ewww, right?

Once in our lakes and streams, pollution can harm wildlife, create extra algae (that green stuff on the surface), or make the water unsafe for swimming or boating. That's no good!

**THEN & NOW** As the population has increased in the State of Indiana, so has development, which results in fewer plants and more hard surfaces. More runoff means more pollution in our lakes and rivers!



Adapted from (EPA) U.S. Environmental Protection Agency, 2003. Protecting Water Quality from Urban Runoff. EPA 841-F-03-003.

### STORM DRAINS: What kind do you have in your neighborhood?



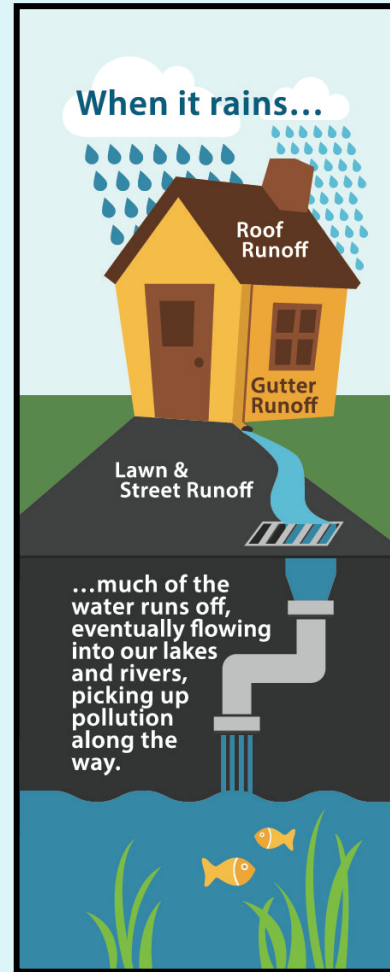
What kind of pollution does the water take with it as it runs off into lakes and rivers?

- Leaves & Grass Clippings
- Litter
- Soil
- Pet and Goose Poo
- Oil, Grease & Gasoline
- Weed killer & Fertilizer
- Pesticides
- Manure
- Cooking Grease
- Road Salt
- Soap
- Metals
- Chemicals

So what CAN I put down a storm drain?

# NOTHING!

Remember, only rain goes in the drain!



## Bookmarks



### HOW WILL YOU HELP PREVENT POLLUTION AND CONSERVE WATER?

Check the boxes below!

- Pick up my pet's poo!
- Use less water!
- Grow native plants!
- Don't litter and pick up what you can!
- Adopt a storm drain!
- Don't feed the geese!
- Use less fertilizer!
- Learn about soil health!
- Take a Clear Choices pledge!

Be a superhero for our lakes and rivers! Learn more and take an action pledge for clean water at [indiana.clearchoicescleanwater.org](http://indiana.clearchoicescleanwater.org).



# Activity Guide Correlated to State Standards

How does a clean water  
**SUPERHERO**  
 keep our lakes and rivers  
 clean and beautiful?

**SUPERHEROES**  
 find solutions

Customized Watershed Map  
 & Customizable Text

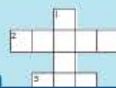
## SUPERHEROES are good citizens who follow the law

Most cities require citizens to keep the storm drains in their neighborhoods clean. That means picking up any grass clippings, leaves, and litter around the drain. And of course, it is illegal to put anything down a storm drain on purpose. This is called 'illegal dumping'. If you see someone doing this, tell an adult to report it to your city's stormwater office.

## SUPERHEROES know their lakes and rivers

When it rains in the area outlined on the map, all of the water ends up in the same place - White River. The water may take many different routes, but it will eventually find its way from our yards and streets into one of the creeks, rivers, or lakes on the map. From there it will flow into the White River. So... all of our actions, good or bad, affect the White River (and the Wabash River, Ohio River, Mississippi River, and Gulf of Mexico).

Can you find the creek, river or lake nearest your house?



- ACROSS**
- \_\_\_\_\_ native plants like purple coneflower that help absorb extra rain water back into the ground.
  - Pick up your pet's \_\_\_\_\_ with a baggie and put it in the trash.

- Help your family pick up grass clippings and \_\_\_\_\_ in the fall so that they don't get into the street.
- Use the map below to \_\_\_\_\_ which lakes and rivers are near you.

Answers to the puzzle may be found at the FAQ section at [dearchoicas.danwater.com](http://dearchoicas.danwater.com)

## SUPERHEROES understand the problem

When pollution flows into a storm drain, it ends up in a lake or river. See if you can figure out what can happen when certain kinds of pollution enter the water. Draw a line connecting the pollution to the problem. Some answers are used more than once.

- Families don't pick up leaves and grass clippings, they blow into the street and when it rains, they are carried into the storm drain and then into a lake or river.
- People don't pick up their pet poo, and when it rains, bacteria are carried into the storm drain and then into a lake or river.
- Loose soil at construction sites is not protected, and when it rains, the loose soil is carried into the street, into a storm drain and then into the river.
- People feed the geese, which attracts more geese. When it rains, the geese poop is carried into a nearby lake.
- Families wash their cars in the driveway and soapy water runs off into the street, down the storm drain, and into the river.
- Fishermen don't pick up broken fishing line after they are done fishing, and during a large storm, water carries the line into the lake.
- Someone pours leftover paint directly into the storm drain, and it flows into the river.
- Families feed their grass too much fertilizer, and when it rains, the water carries the extra fertilizer into the storm drain and then into nearby lakes and rivers.

- The water appears brown, and the bottom of rivers is too muddy for fish to lay their eggs.
- Chemicals build up in the water, harming or often killing fish.
- Too much algae grows, making an ugliness on the water's surface that people can't swim or boat in.
- Animals in and around the water can become tangled and injured.
- Too much dangerous bacteria can grow, and the water may be too unsafe for swimming.




# Specialized Seed Packets & Stickers

**PURPLE CONEFLOWER**  
*Echinacea purpurea*

a clean water  
**SUPERHERO!**

Grow Purple Coneflowers and other native plants to make our lakes and rivers cleaner and more beautiful!




**CLEAR CHOICES  
CLEAN WATER**

**OAT COVER CROP**  
*Avena sativa*

**GROW  
SOIL HEALTH**

Use these oats on your garden to build organic matter, help water soak into the soil, reduce erosion, and protect our streams.



**CLEAR CHOICES  
CLEAN WATER**

TAKE AN ACTION PLEDGE  
[Indiana.clearchoicescleanwater.org/soils](http://Indiana.clearchoicescleanwater.org/soils)



**AIRY PENSTEMON**  
*Penstemon hirsutus*

**PROTECT POLLINATORS**

BEE PART OF THE BUZZ



Grow native plants to provide food and habitat for the pollinators that provide food for us.

**CLEAR CHOICES  
CLEAN WATER**

TAKE AN ACTION PLEDGE  
[Indiana.clearchoicescleanwater.org](http://Indiana.clearchoicescleanwater.org)



# Awards

- IN Water Resources Association
- Telly Award for best 'caused based marketing' spot
- Indiana Governor's Award for Environmental Excellence!
- North American Lake Management Society Technical Merit Award for Education and Outreach
- Water Environment Association Award for Outstanding Website





# Likely Partners for Collaborative Outreach



- Perfect for municipal stormwater permit holders due to measureables
- Soil & Water Conservation Districts & Solid Waste Management Districts
- 319 Grant Holders / Watershed eff
- Corporation/Industry/Utilities
- Non-profits w/ similar missions

**IMPORTANT NOTE....**  
Remove the “EGO” –  
Capitalize on a URL that stands alone,  
Let others ‘own’ and promote the program

**Many, many people want reportables and data-oriented campaigns!**

**Consistent messages and recognizable materials across boundaries**

**LEVERAGED IMPACT = others helping to share your messages through many events, many venues, and many pledge topics!**



# A common 'Call-to-Action' and great take-away materials for events

A take-home action for All Community Partners to use



**PURPLE CONEFLOWER**  
(Echinacea purpurea)

**a clean water SUPERHERO!**

Grow Purple Coneflowers and other native plants to make our lakes and rivers cleaner and more beautiful!



**CLEAR CHOICES  
CLEAN WATER**

**How are Purple Coneflowers SUPERHEROES?**  
Here's the story...

The roots of the Purple Coneflower and other native plants are deep and they grow low under the ground. As the water flows through the earth, the roots and soil trap and clean the particles. Instead of dirt, the particles are gone and the water is ready to use! It's a plant that can help our rivers and lakes be cleaner and healthier... [www.thereisawater.com](http://www.thereisawater.com)... [www.thereisawater.com](http://www.thereisawater.com)!

**Planting Instructions:**  
One needs to inch deep outdoors just before the first in a location with partial sun. Coneflowers prefer well-drained soil and tolerate heat and drought. Blooms heavily July through September (although will re-bloom in the year). Plants grow 3'-4' tall.

**Did you know?**

- You and your family can take a pledge for clean water at: [www.thereisawater.com](http://www.thereisawater.com)
- Purple Coneflowers come up every year.
- Purple Coneflowers don't need a lot of water to survive.



# Where Clear Choices is Headed...

- Forest/Tree Stewardship – *launch in Fall of 2017*
- Yard waste disposal/management
- Household Hazardous Waste
- Pharmaceutical disposal
- Littering
- Fats, Oils, Grease (FOG)
- Swimming pool drainage
- Beach pledges
- Road salt
- Invasive species
- Climate change

National  
Affiliates!



**+ NEW VIDEO RESOURCES!**



# National Affiliate Program Growing!



**CLEAR CHOICES  
CLEAN WATER**

## YOU CAN MAKE A DIFFERENCE

WHAT IS CLEAR CHOICES CLEAN WATER? HOW CAN I GET INVOLVED? OUR PARTNERS CLEAN WATER NEWS



### YOU CAN MAKE A DIFFERENCE

Find a Clear Choices Clean Water Program Near You!

Select One ▾

TOTAL AMOUNT OF ALGAE PREVENTED

**7,528,300**

BILLIONS OF BACTERIA PREVENTED

**3,813,265**

GALLONS OF WATER SAVED

**41,365,057**

### CURRENT NEWS

Realizing that the little deposits your pets leave each day are adding up to a big water quality mess can be a hard thing to grasp. Pet wastes can transmit bacteria and viruses including tapeworm, roundworm, E. coli, Parvo, and more. Read on to truly understand how big this problem is and how it affects you.

### AWESOME WATERS!

Nearly 99% of the world's water is salty, locked in a glacier, or otherwise undrinkable. See more amazing facts about water!



### PARTNER SPOTLIGHT



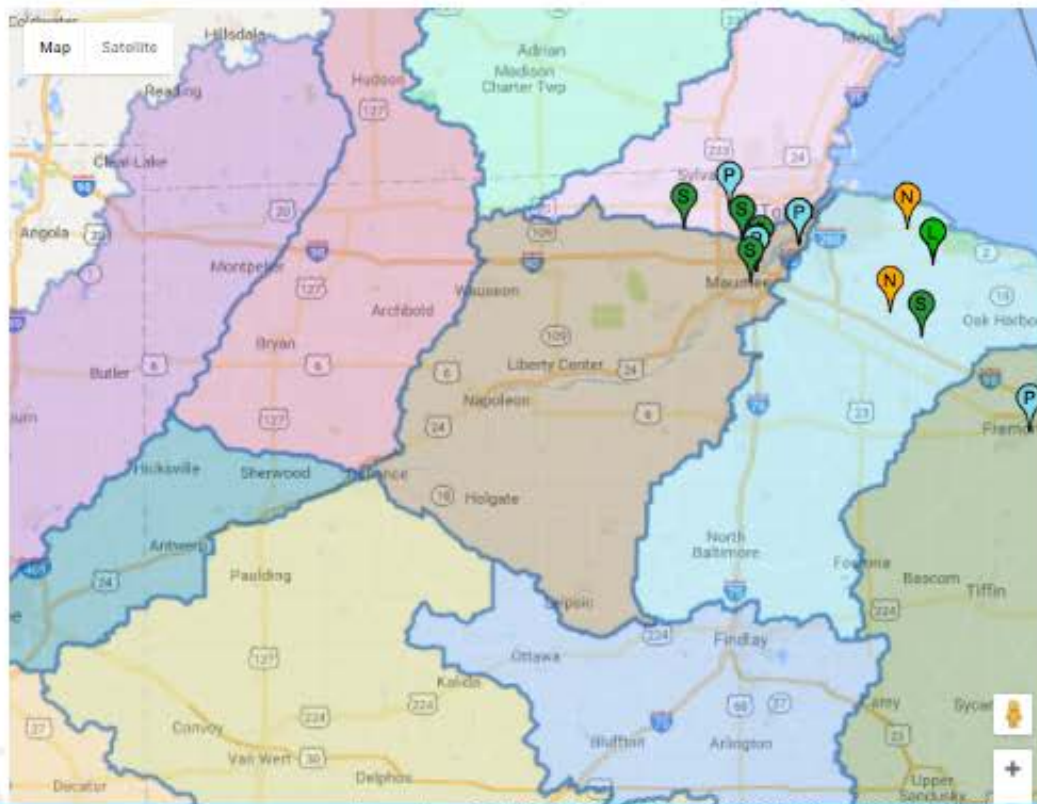
Citizens' support recently allowed Clear Choices to expand beyond water quality education and into the world of water conservation. Their sponsorship was

### CHECK THIS OUT!



# ClearChoicesCleanWater.org

## WHO ELSE IS DOING IT?



### PLEDGE TYPES

Use the check boxes below to hide/show the various pledges that will appear on the map to the left.

-  Volunteer Service
-  Native Plants & Gardens
-  Lawn Fertilizer
-  Pet & Other Poo

### ZIP CODE LOCATOR

**SUBMIT**

LAST NATIVE PLANTS & GARDENS PLEDGE

**Stefania C. - Toledo**

TOTAL NATIVE PLANTS & GARDENS PLEDGES

**5**

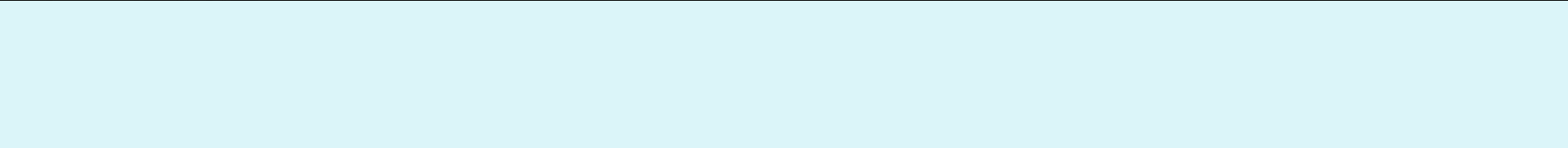
# Awesome video from our first affiliate...



Leveraged Creativity  
Leveraged Resources  
**A GREAT COOPERATIVE MODEL!**

[https://www.youtube.com/watch?v=UDDIR94\\_b-I](https://www.youtube.com/watch?v=UDDIR94_b-I)





# **Thank you!**

**Look forward to working with you!**

