COLORADO WATER
LIVE LIKE YOU LOVE IT
Outreach Guide

A How-To Guide to Help LLYLI Members and Partners Utilize the LLYLI Toolkit Materials

www.lovecoloradowater.org

PRESENTED BY:

www.coloradowaterwise.org

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Instructions for Accessing Materials

1. Visit [www.coloradowaterwise.org](http://www.coloradowaterwise.org)

2. At the upper left-hand corner of the homepage, log in with your email and password.

3. The Live Like You Love It (LLYLI) Toolkit materials can be found on the homepage
   
   a. Colorado WaterWise Members can log in to access the LLYLI Welcome Toolkit (Members of Colorado WaterWise at the “Small Utility” level and higher have access to the Welcome Toolkit)

   b. Live Like You Love It Campaign Partners can log in to access the LLYLI Full Toolkit (In addition to the Welcome Toolkit, campaign partners have exclusive access to the Full Toolkit with new materials created, company/organization promotion, discounts on branded giveaways, weblinks on lovecoloradowater.com and more)

4. Prior to downloading materials, all users must sign the [Terms of Use](http://www.coloradowaterwise.org/terms-of-use).

5. If you have any issues accessing the materials or logging in, please email [info@lovecoloradowater.org](mailto:info@lovecoloradowater.org)
Summary of LLYLI Campaign and Outreach Objectives

The Colorado Water – Live Like You Love It (LLYLI) campaign was developed in 2014 by Colorado WaterWise (CWW) to educate consumers about the value of water. The campaign is designed to increase water awareness and encourage lifestyle choices that reflect consumers’ love and appreciation of this finite resource. Colorado residents have an emotional connection to their water, and this emotional connection is brought to life through the campaign slogan, “Live Like You Love It.”

Colorado’s statewide Water Plan recommends more public education on the importance of water and water conservation. While nearly all Colorado water utilities have an interest in educating customers on these important topics, many organizations lack the funding and resources necessary to create public education materials of their own. This is where LLYLI comes in. LLYLI provides a wide variety of water education materials that utilities can co-brand and distribute to their customers.

A variety of LLYLI campaign materials are available to assist members and partners with their local water education and outreach efforts. Two toolkits are available, the Welcome Toolkit and the Full Toolkit. The Welcome Toolkit is available to all Colorado WaterWise members at the Small Utility level or higher. The Welcome Toolkit includes LLYLI logos and select fact sheets, ads, templates, graphics, and videos. The Full Toolkit is available to LLYLI Campaign Partners only. The Full Toolkit includes all the Welcome Toolkit materials plus additional fact sheets, ads, templates, and graphics. The Welcome Toolkit is designed to provide utilities with entry-level materials to begin educating their customers, and the Full Toolkit takes that outreach effort to a higher level of engagement.

Research conducted by CWW reveals important shortfalls in basic water knowledge among the public, which the LLYLI campaign strives to address. While Colorado residents state that they value water over any other service, many lack understanding of key water-related concepts, including: the life cycle of water, the finite nature of water and projected shortfalls, the true cost of water, and the varied uses of water. The LLYLI campaign strives to educate consumers on these important topics while raising awareness and appreciation of the value of water. Once the public has a basic understanding and appreciation of our water resources, they can begin to implement conservation behaviors, proactively protect their water supply, and support investments needed for continued water delivery.
**Outreach Objectives**

Through the LLYLI campaign and toolkits, CWW strives to support members’ efforts to raise awareness and appreciation of the value of water, and to encourage conservation, protection, and needed investment in our water systems for continued water delivery.

The campaign’s success is measured not only in numbers of impressions of consumers seeing the LLYLI materials and messages, but also in more impactful measures, like the amount of consumer engagement with the campaign efforts (participation in events, likes/shares on social media, etc.), changes in water awareness, and increases in water conservation behaviors. CWW would greatly appreciate it if your agency would share with us the ways in which your organization is utilizing the LLYLI materials and provide any metrics regarding engagement, awareness, or behavior change that your organization is able to track. This will help us assess the reach and effectiveness of the LLYLI campaign while continuing to enhance its value to our members and partners.
Implementation Strategies

1. **Co-brand.**
   The LLYLI materials are designed to be co-branded with your organization’s name and/or logo. This enables you to promote your brand while also advancing the LLYLI campaign objectives, a win-win.

2. **Don’t reinvent the wheel; take advantage of the resources available to you.**
   The materials available to you in the LLYLI toolkit represent an investment of approximately $40,000, but they are available to you at a fraction of the cost. Take advantage of these resources next time you need a water-related graphic, fact sheet, or ad, and watch the savings add up over what you would otherwise pay a designer to create.

3. **Integrate across all platforms: digital, social and traditional.**
   A wide variety of communications tools are available to you, and any of them can be used to promote the LLYLI campaign. This includes digital platforms, like your website, email newsletters and notifications, search engine marketing, online advertising, and video platforms like YouTube channels. Your organization may also utilize social media platforms, like Facebook, Instagram, Twitter, and NextDoor, which are perfect for engaging consumers in the LLYLI campaign. Traditional platforms include collateral materials, mailers, door hangers, presentations, print ads, bus shelter ads, and other printed materials. The most effective LLYLI campaign outreach efforts will include a combination of digital, social and traditional platforms in order to reach a wide range of audiences and expose them to campaign messages several times.

4. **Utilize a combination of grassroots efforts and mass media (when budgets allow).**
   There are a variety of low-cost, grassroots efforts or “guerilla marketing” strategies that can help stretch your limited marketing dollars. This includes having a physical presence in the community (e.g., at local community events) and placing the LLYLI messages in unexpected places (e.g., parks or downtown areas). Giving presentations to local community groups allows you to engage consumers in a more personal way, gain immediate feedback, and answer questions. PowerPoint template slides can be tailored for your messaging. If your budget allows, mass media is also a fantastic way to quickly share your message with a large audience. Activities like radio advertising are often more affordable than you think, especially if you can partner-up with utilities in surrounding areas that are simultaneously reached through the mass media channel.
5. **Focus on one new outreach effort each month.**
   We understand the time constraints and limited resources our LLYLI members and partners face. Rather than trying to do an initial blitz of LLYLI campaign outreach, focus on implementing one new outreach effort each month. There are more than enough LLYLI tools and materials to keep you going for years.

6. **Utilize free opportunities available to your organization.**
   Many cities and water agencies are entitled to utilize a percentage of the city’s bus shelter ads at no cost. Community newspapers are often eager to help promote government programs and social causes like water awareness to their readership. Homeowners associations are also often looking for content to fill their newsletter and would be happy to feature an article or tips promoting water conservation. Take advantage of the many free opportunities available to your organization and watch as the campaign begins to grow legs.

7. **Augment and customize the regional LLYLI message with your local messages and tips.**
   The LLYLI campaign messages are designed to be universally applicable within Colorado. However, your organization may have specific messages and tips that are locally-applicable. With the LLYLI campaign, you have the freedom to tailor the regional LLYLI message with your local messages and tips.

8. **Encourage your strategic/community partners to help promote the campaign.**
   Many utilities have strategic and/or community partner organizations they work with collaboratively to achieve mutual causes. This might include government entities, like Boards of Education and other non-water utilities, or non-governmental organizations, like non-profits and community-based organizations (e.g., Rotary Club). Often times, these partner organizations are more than happy to include information in their newsletter or on their social media accounts to help promote the LLYLI campaign.
Descriptions/Images of Materials

Welcome Toolkit Materials
The Welcome Toolkit is available to Colorado WaterWise members at the Small Utility and Industry level ($500) or higher and LLYLI Campaign Partners.

Download Welcome Toolkit Materials Here

Logos

Description: Black/White Colorado Water Live Like You Love It Logo
Dimensions: 455px × 467px
Formats Available: JPEG, PNG, EPS
How to utilize: Co-branding will help further the LLYLI mission to educate consumers about the value of water and help raise awareness on water conservation.

Description: Color Colorado Water Live Like You Love It Logo
Dimensions: 455px × 467px
Formats Available: JPEG, PNG, EPS
How to utilize: By Co-branding, it demonstrates to the community and your customers that your organization is focused on the importance of Colorado water and working collaboratively with other agencies.
Fact Sheets

Front

LIVE LIKE YOU LOVE IT

Back

LIVE LIKE YOU LOVE IT

File Name: Colorado Water Fact Sheet
Description: An overview of water in Colorado with calls to action
Formats Available: PDF Co-brand & Colorado Water Wise logo. CWW shown.
How to utilize: Educate your customers about the importance of Colorado water and where it comes from by including this fact sheet with their utility bills, at community events, in newsletter articles, email blasts, social media posts, and encouraging them to show how they conserve, care and commit to Colorado water.

File Name: Indoor Conservation
Description: 14 tips to conserve water inside the home
Formats Available: PDF Co-brand & Colorado Water Wise logo only. CWW shown.
How to utilize: Colorado is known for its 14,000 ft hikes. Several of the LLYLI fact sheets feature 14 tips for water conservation and water quality which tie in nicely. Feature an indoor conservation tip a week on Facebook and Instagram for #WaterWednesday or #FeatureFriday with more in-depth information on the tip and link back to your website for available resources, ex: Tip #9 Compost with a compost giveaway/discount/coupon.

File Name: Outdoor Conservation
Description: 14 tips to conserve water outdoors
Formats Available: PDF Co-brand & Colorado Water Wise logo only. Co-branded shown.
How to utilize: Post a survey on Facebook asking your customers how they are saving water outdoors using examples from this fact sheet and what they would like to learn more about. When possible promote your rebate programs that relate directly with the tips.
File Name: Water Quality
Description: 14 tips to care for water quality
Formats Available: PDF Co-brand & Colorado Water Wise logo only. CWW shown.
How to utilize: Dedicate an entire month to water quality. Highlight each of the tips throughout the month and ask customers to post photos of how small changes they are making lead to big impacts. Participants can be entered into a giveaway for water-efficient devices (hose nozzles, aerators, seed packets, sprinkler timers).

File Name: Sprinkler Tips
Description: 7 tips on how to care for your sprinkler system to save water and money.
Formats Available: PDF Co-brand & Colorado Water Wise logo only. CWW shown.
How to utilize: Have these fact sheets available at all water/garden/landscape workshops. Partner with neighboring landscape stores and asks if these can be made available for customers at checkout. Host a Facebook live video where a SMART sprinkler system is installed and viewers can ask questions to get an immediate response.
Ads

File Name: Quarter Page Print Ad (Co-Brand)
Description: Why is Colorado Water Different? Discussing the importance of the snowpack
Size: Quarter page—may need adjustment depending on size of publication
Dimensions: 64px x 64px
Formats Available: PDF
How to utilize: Include your logo with this ready-made ad in a local newspaper, magazine, newsletter, collateral, or any other print medium.

File Name: Web Ads-Banner
Description: Colorado Snow = West’s Water with graphics
Size: 25.92 KB
Dimensions: 730px x 90px
Formats Available: JPEG
How to utilize: The web ads come in a variety of sizes and layouts (see below) to be featured on websites and all other digital mediums. Web ads allow you to see the click-through rate to see how well they are performing.
Templates

Facebook Posts
Colorado Water -- Live Like You Love It

1. Do you live like you love Colorado Water? Does your lifestyle show you conserve, care, and are committed to being an informed water user? Learn why we should love it! #LiveLikeYouLoveIt [logo] Link to FB page

2. Colorado Water would win a popularity contest. That’s because people in 18 states + Colorado use it. [stock photo of Colorado mountains with snow] #LiveLikeYouLoveIt

3. What’s your favorite use of water – gardening, skiing, rafting, craft beers? Tell us. #LiveLikeYouLoveIt [stock photo]

4. The water cycle is one recycle. It starts here with all our snow. Learn about Colorado water. Link to YouTube video. #LiveLikeYouLoveIt [Use Water Cycle Graphic]

5. What’s your water footprint? It’s not only the water you use every day for things like flushing toilets or washing dishes, but it’s also the water used in making your products and food. Calculate your Water Footprint and share with a friend. #LiveLikeYouLoveIt [water footprint graphic]

File Name: Social Media Post Copy & Social Media Post Graphics
Description: Approved content and 13 images for reposting on social media platforms
Dimensions: Varies
Formats Available: Text in Word and JPEG images
How to utilize: Include these quick and easy to understand infographics, images, and approved text in your social media channels. The text can be tailored for your messaging but be sure to include the hashtag #LiveLikeYouLoveIt so it appears in the feed of anyone following the hashtag.
File Name: PowerPoint Template
Description: Templates of five PowerPoint slides-Opening, Colorado Water is Popular, Who Uses Colorado Water, Water Cycle is a Recycle, and Key Values.
Formats Available: PC and Mac. Widescreen available
How to utilize: Customize these slides to share in staff, community and conference presentations. At least a few of these slides should be used in your presentations to reach a larger audience.

File Name: Sticker decal
Description: Co-branded oval LGYLI sticker/decal
Size: 5” x 3”
Formats Available: EPS
How to utilize: Pass these stickers out at all tabling events. Host a contest asking those with their sticker to post a picture and tag you on social media.

File Name: Banner-up Graphic
Description: Co-branded template for free-standing banner display
Dimensions: 64px × 64px
Formats Available: PDF
How to utilize: Have this banner printed with your logo and include it at all of your community events. Highly visible, as people are passing by it will grab their attention.
Graphics

CONSERVE

File Name: Conserve
Description: The word CONSERVE with hands catching a water drop
Size: 31.31 KB
Dimensions: 831px × 177px
Formats Available: PNG
How to utilize: Conserve, Care and Commit are key components of the LLYLYI campaign and should be incorporated in as much of your messaging as possible. These values really drive home the importance and understanding of Colorado water.

CARE

File Name: Care
Description: The word CARE with hand catching a water drop
Size: 25.71 KB
Dimensions: 831px × 177px
Formats Available: PNG

COMMIT

File Name: Commit
Description: The word COMMIT with hand holding/signing with a pen
Size: 27.16 KB
Dimensions: 831px × 177px
Formats Available: PNG
File Name: Water Cycle
Description: Infographic water cycle showing process of how water is recycled and distributed
Size: 92.11 KB
Dimensions: 1,152px × 320px
Formats Available: PNG
How to utilize: This graphic really tells the story of the water cycle and how Colorado water is delivered safely to our homes. Feel free to include text in a step by step process to drive the message home.

File Name: Who Uses Water
Description: Infographic showing percentages totaling 100% of who uses water (agriculture, cities, recreation, business & industry, and groundwater).
Size: 20.81 KB
Dimensions: 613px × 251px
Formats Available: PNG
How to utilize: A simple breakdown in a visual of where Colorado water is allocated and percentage of usage. Highlight each of the to see how they are all connected.
File Name: Water System Glass
Description: Water glass with straw showing the different parts of how safe drinking water is brought to the tap
Size: 131.76 KB
Dimensions: 350px × 452px
Formats Available: PNG
How to utilize: This is a great visual to include on a variety of communication channels as it very easily shows the water system in a relatable graphic.
Media

File Name: Colorado Water Video on YouTube
Description: Short video-run time of 1:51 on Colorado Water with graphics and music. No voice over
Sizes: Small 17 MB and Large 73MB
Formats Available: Email info@coloradowaterwise.org to receive MP4 files. Available to share URL link on YouTube
How to Utilize: Post this video on your social media platforms and ask questions to encourage engagement with viewers. Also ask them to “like” and share it with their friends to increase visibility. In addition, this would be a great video to have as a staple on your website.

Resources

Website www.LoveColoradoWater.org
Social Media Accounts
- Facebook facebook.com/LoveColoradoWater
- Instagram instagram.com/lovecoloradowater
- Twitter: twitter.com/LoveCOWater
Descriptions/Images of Materials

Full Toolkit Materials

The Full Toolkit is only available to campaign partners ($2,000 level and up).

Download Full Toolkit Materials Here

Fact Sheets

File Name: Value of Water
Description: Colorado water price comparison, less than one penny per gallon. What customers are paying for on their water bill.
Formats Available: PDF Colorado Water Wise logo only.
How to utilize: Post a “Water Footprint Challenge” on social media and also internally for employees. Include a link to a water footprint calculator that shows how much water numerous activities and items require. Have participants identify one way that they could reduce their water footprint. Show examples from the fact sheet that breakdown the cost of delivering clean drinking water to their homes and the price of water in comparison to other items.
File Name: Drought & Your Lawn
Description: 6 tips on how your yard can survive the drought
Formats Available: PDF Colorado Water Wise logo only.
How to utilize: Have these fact sheets available at all water/garden/landscape workshops. Feature drought-tolerant plants that thrive on low water and are easy to maintain.

File Name: When & How to Water
Description: 6 tips on when and how to water your yard (soil moisture, how much water to use, etc.).
How to utilize: Highlight homes within the community who are following these tips to show others how easy it is to maintain their lawn while still conserving water.

File Name: Xeriscape Systems
Description: 7 tips on how to design a xeriscape system. Xeriscapes reduce landscape water use by 50%.
Formats Available: PDF Colorado Water Wise logo only.
How to utilize: Host a “Water Smart Landscape Contest” where residents and businesses document the process of replacing all or parts of their lawns with beautiful, low-water water plants to create a water-wise yard. The winner would receive an award and be recognized at a board or city council meeting.
File Name: HOA’s & Large Commercial
Description: 6 water-saving tips for HOA’s and large commercial properties
Formats Available: PDF Colorado Water Wise logo only.
How to utilize: Reach out to HOA’s to have the factsheet included in their monthly newsletter, social media channels, and ask to give a presentation at one of their meetings to provide them with information about where their water comes from and answer questions.

File Name: Indoor Water Conservation Tips-Spanish & Outdoor Water Conservation Tips-Spanish
Description: 14 tips in Spanish on how to save water inside the house and outdoors
Formats Available: PDF Co-branded available along with Colorado Water Wise logo only. CWW shown.
How to utilize: Gather testimonials from your bilingual residents on how they are conserving water indoors and outdoors. Reach out to Spanish media outlets to do an interview with these residents and share their stories. Give presentations to Spanish-speaking community members who may have limited information and materials on water conservation materials in their native language.
File Name: Water Quality Bus Ad #1
Description: What is on your grass doesn’t belong in our water. Water flows off your yard into storm drains
Size: 23” x 19”
Formats Available: PDF in English & Spanish versions
How to utilize: Check with your city to find out if discounts and free placement opportunities are available for your organization.

File Name: Water Quality Bus Ad #2
Description: What is on your grass doesn’t belong in our water. Water flows off your yard into storm drains
Size: 28” x 11”
Formats Available: PDF in English & Spanish versions
## Templates

File Name: Watering Months & Suggested Times  
Description: Co-branded and customizable monthly watering schedule  
Dimensions: 64px × 64px  
Formats Available: PNG  
How to utilize: Customize this watering schedule to inform your customers of when they should be watering and for how long. You can print it out, send digitally or include the image on an easy giveaway such as a refrigerator magnet so customers can have it easily accessible.

<table>
<thead>
<tr>
<th>JANUARY – APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER – DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water trees and shrubs as needed.</td>
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</tr>
</tbody>
</table>

File Name: Pocket Folders-Co-branded  
Description: Co-branded pocket folders of LLYLI. With “Live Like You Love It” and Without “Live Like You Love It”  
Size: 9 x 12  
Formats Available: PDF and AI  
How to utilize: Put all of your handouts and collateral in this convenient folder. Two versions are available and you can include your logo.
Graphics

File Name: Cost of Drinking Water to Your Tap
Description: A cost comparison in gallon jug of how much soda, beer, bottled water, etc. costs
Size: 1,322.82 KB
Dimensions: 64px × 64px
Formats Available: PDF
How to utilize: This graphic would be great to use on a flyer or blown up on a banner to include at your community events. Most customers don’t understand the value of water and this graphic helps make it easy to understand.

File Name: Children’s Water Festival
Description: Wildlife Artwork for T-shirt
Formats Available: PDF, AI
How to utilize: If you are hosting a Children’s Water Festival, there are several varieties of artwork to choose from for your materials including a T-shirt. Many times, the T-shirts are worn following the event so it continues to gain exposure and serves as a walking promotion.

File Name: Children’s Water Festival Recreation
Description: Recreation Artwork for T-shirt
Formats Available: JPEG, PDF, AI, 4 color and 2 color shown
File Name: Facebook cover photos
Description: Facebook Cover photos of key values-Care, Conserve, and Commit
Size: 211.86 KB
Dimensions: 820px × 462px
Formats Available: JPEG
How to utilize: Each month feature a new key water value on your Facebook page. Tie in your posts with the specific theme of the month so viewers can see how they are all connected together.

**Icon & Graphic Library** - Over 60 individual LLYLI icons and graphics. Below are a few samples from each category.

Folder Name: 14er Fact Sheets
Size: 120 KB
Formats Available: PNG
How to utilize: These straightforward text and icon graphics are easy to incorporate on all your communication channels.

- Aerate
- Don't Run Off
- Check for Leaks
- Mulch
- Avoid Over-Fertilizing
- Program Your Sprinkler
- Raise Your Blade
- Don't Water the Sidewalk
- Install Smart Sprinklers
- Sweep
- Plant the Right Plants
- Right Time Your Water
- Be Weather Smart
- Xeriscape
Folder Name: Animation Stills
Dimensions: 5120px x 2880px
Formats Available: PNG & JPEG
How to utilize: These graphics really tell the Colorado water story. Post them on your social media channels and website from start to finish for your customers to see the connection.

- Colorado Water shown
- Colorado Water Reverse
- Here to Here
- Water Flow in CO
- Water in CO
- Water Pipes shown
- Water Systems
- Water Icons

Folder Name: Green Co Factsheets
Dimensions: Varies
Formats Available: JPEG
How to utilize: These simple visuals can be tailored with your messaging and tips.

- Buildings
- Cacti-01
- Money hand shown
- Plant and dirt-01
- Plant and rocks-01
- Plant and rocks-02
- Plants being watered shown
- Sprinklers
- Succulent Plant
- Watering Can

Folder Name: Value of Water
Size: 104 KB
Dimensions: 5120px x 2880px
Formats Available: JPEG
How to utilize: Include these in your collateral, newsletter and social media channels.

- Colorado Drinking Water To Your Tap
- Colorado Water Is A Good Deal
Folder Name: Who Uses Groundwater
Size: Varies
Dimensions: 423px × 352px
488px × 325px
911px × 437px
Formats Available: JPEG
How to utilize: Incorporate them all or just a couple to show the percentage of where Colorado groundwater goes.

- Agriculture shown
- Agriculture Blue
- Agriculture-no text
- Cities shown
- Cities-no text
- Groundwater-01
- Groundwater-no text
- Industry-01
- Industry-no text
- Recreation
- Recreation-no text

Folder Name: Misc. Graphic Elements
Size: Varies
Dimensions: Varies
Formats Available: JPEG
How to utilize: These graphics can be used in a variety of formats and are easily customizable.

- 10 shown
- Care-01
- Care Stacked-01
- Commit Stacked-01
- Conserve-01
- Conserve Stacked-01
- Evaporation
- Hose
- Lawnmower
- Plant
- Rain and Snow-01
- Snowflake-01
- Snowflake-02
- Spreader
- Water Supply-01 shown
Suggestions for How Members Can Utilize the Materials

- **Logos:** The LLYLI logo, available in a variety of file formats in both color and black/white, should be included in all LLYLI outreach efforts. It can easily be added to your website, print, and digital materials, even beyond the LLYLI toolkit materials.

- **Fact sheets:** Your LLYLI toolkit includes a variety of co-brandable fact sheets on diverse topics like water conservation (indoor vs. outdoor), water quality, watering/landscape, drought, and much more; some are available in Spanish. The easiest and most common ways to use these fact sheets are to print and distribute them at your customer service counter and at community events or conferences, post them electronically on your website, and share them through your social media accounts. Alternately, the LLYLI fact sheets can double as stand-alone mailers to customers, either via email or traditional post. A wholesale shopping cart is available through the LLYLI website to make it easy for members and partners to order printed materials, like fact sheets, with just the click of a button. The pre-selected printer will contact you to coordinate co-branding, delivery, and any other requirements you may have.

The fact sheets contain a wide range of valuable information and tips that can be extracted and shared through other mediums. We encourage you to extract a blurb of text or a few tips from a fact sheet and incorporate these messages into your social media posts, website pages, e-newsletters, press releases, and more.

- **Ads:** *Print and digital ads* are included in your LLYLI toolkit. The print ads can be sized for inclusion in a newspaper, magazine, newsletter, or any other print medium. The digital ads come in a variety of sizes and shapes and are designed to be featured on websites and other digital mediums. One of the advantages of placing the LLYLI digital ad on your website or in electronic communications, like e-newsletters, is the ability to drive traffic to the LLYLI campaign website while also tracking the number of click-throughs and their origins.

The LLYLI *bus shelter ads*, available to members with access to the Full Toolkit, are a great way to promote the LLYLI campaign and messages to a broad audience. Often times, city utility departments and other government organizations receive free placement in a percentage of bus shelters throughout the city. Check with your city’s public information department to find out if this opportunity is available.

- **Video:** The short (1 min, 50 sec) *animated video* educates consumers on the water cycle in Colorado and explains why we must all live like we love water. This video is a great resource to post on your website, share through your social media and video platforms, and even incorporate into your e-newsletter or other digital communications. People love watching short videos that educate them in a fun and engaging way, as video truly brings the LLYLI messages to life.
• **Templates:** Available to all members and partners, the *PowerPoint template* contains five slides that can be incorporated into a larger presentation to educate the public about the value of water and the need to conserve, care, and commit to this precious resource. You can share these slides with staff members in other departments and encourage them to incorporate these slides into any presentations they are giving external audiences. If you have a Speaker’s Bureau program that utilizes community volunteers, inviting these individuals to deliver presentations on behalf of your organization will augment your reach while preserving staff time.

The co-brandable *LLYLI sticker/decal* template is a fun way to get the LLYLI logo and your organization’s logo out in the community. The wholesale shopping cart available through the LLYLI website makes it easy to order custom stickers that you can pass out at community events, conferences, and to other key stakeholders.

The *social media text and graphics* make it easy for you to incorporate the LLYLI messages into your social media efforts. Each post can be tailored for use on the various social media platforms and customized with your agency’s branding. Be sure to use the hashtag #LiveLikeYouLoveIt so your post appears in the feed for anyone following the hashtag. Using the hashtag will also help CWW with reporting metrics at the end of the year. CWW has LLYLI Facebook, Instagram, and Twitter accounts where relevant campaign information and resources are shared, and we encourage you to “like” and “follow” these accounts and to encourage your customers to do the same. The LLYLI infographics often generate the most likes and shares, as people love to see factoids presented via compelling graphs. We highly encourage all LLYLI members and partners to share our posts on the LLYLI pages, thus broadening the reach of our messages.

Available through the Full Toolkit, the customizable *watering schedule* is a great resource to help your customers understand when they should water and for how long. We encourage you to customize the watering schedule with your organization’s local guidelines and share it with customers directly, both on your website and via email or print. Spring and fall are great times to distribute this resource as these are the times irrigation schedules are in most need of adjustment. Also available through the Full Toolkit, the co-brandable *LLYLI pocket folders* are a great resource for organizing handouts to audiences at presentations and conferences. Feel free to add your logo and text or use the standard LLYLI messaging.

• **Graphics:** The Welcome Graphic Library features a variety of compelling graphics that can be incorporated into any and all of your outreach efforts. We invite you to drop these graphics into your PowerPoint presentations, newsletters, webpages, handouts, and any other communication materials as you see fit. The graphics can be augmented with messages/text pulled from the fact sheets to communicate the value of water and the need to conserve.

Additional graphics are provided in the Full Toolkit, including over 60 images and infographic elements, Children’s Water Festival graphics, Facebook cover photos, and a cost of water
infographic that compares the cost of tap water to other popular beverages like soda and bottled water. These graphics can help bring your outreach efforts to life while simultaneously educating the public on the value of water.

- **Website:** The attractive and user-friendly LLYLI website, www.lovecoloradowater.org, is the hub of information for the LLYLI campaign. The website features up-to-date information on LLYLI activities and events as well as engaging tips on how to conserve, care and commit to Colorado water. LLYLI sponsorship information is available on the website to encourage water agencies to partner with the campaign or take their level of participation to the next level. We strongly suggest that all LLYLI members and partners link from their organization’s website to the LLYLI website, as this increases the search engine rankings of both websites and brings the campaign messages to new audiences.
Examples of Successful Implementation Efforts

See how other members and partners are using the Live Like You Love It materials:
LLYLI stickers and koozies displayed with interactive game, “Where does H2O go?” Participants guess how much water is used in everyday behaviors and common household items.
Social Media Post

City of Loveland - Water and Power
February 2, 2017 - 0

Punxsutawney Phil saw his shadow! Six more weeks of Winter and it all starts here with our snow. Learn about the importance of Colorado water #GroundhogDay #LiveLikeYouLoveIt #Loveland

Colorado Water: Live Like You Love It

YOUTUBE.COM

LLYLI Video Displayed on Website

LLYLI Logo Projected on Feature Wall of Business Event

LLYLI Coasters/Koozies at an Event Table

LLYLI Artwork on Children's Water Festival T-Shirts
Northern Water created a “Conserve Colorado Water” tab under the Water Conservation main website page to house LLYLI materials and videos.

Water Quality and Indoor/Outdoor Water Saving Fact Sheets are available to view and download.

LLYLI fact sheets shown with a watershed display at Colorado College. The LLYLI materials help people appreciate ways they can care, conserve and commit.
Coasters

LLYLI coasters were created and distributed in partnership with Tivoli Brewery.

Water Refill Station

Students branded the water station with the LLYLI sticker.