

# colorado waterwise



## 2017 Action Plan

### Water Conservation Leadership

- Annual Event
  - Train new staff member on roles and responsibilities.
  - Develop and analyze a survey for feedback on event content and date.
  - Coordinate and implement the CWW Summit event.
  
- LLYLI
  - Develop new materials for the Live Like You Love It (LLYLI) Campaign.
  - Build strategic partnerships with organizations such as Colorado Foundation for Water Education, Denver Botanic Gardens, and others.
  - Trademark and copyright LLYLI and its contents.
  
- Lunch n' Learns
  - Hold three Lunch 'n Learns.
  
- Newsletter
  - Distribute three newsletters per year to members.
  - Increase advertising.
  - Enlarge the size of print advertisements.
  
- Tools Committee
  - Collaborate with ALCC and GreenCO to increase use and engagement with the H2ORegsCO App.
  - Host a technical workshop (likely half-day) in the fall/winter with a focus on utility audit programs, providing utility staff and industry experts an opportunity to collaborate and share lessons learned and best practices for indoor and outdoor water audits. If possible, this workshop will be coordinated with the CWW Annual Summit.
  
- Website
  - Showcase CWW projects, resources and events.
  - To develop and publish design/graphics standards to guide website postings.
  - To standardize email templates for use when emailing the Board of Directors, existing members, and potential members.
  - Provide website platform training to staff and Board of Directors.

## **Organizational Stewardship**

- Management Team and Staff will:
  - Maintain the “big picture” perspective of CWW in all organizational activities by following the goals and objectives outlined in the Strategic Plan.
  - Maintain and communicate a clear picture of our financials and track our progress through the year.
  - Seek out partnerships that enhance CWW’s mission.

## **Membership Development**

- Membership Committee will:
  - Achieve \$42,500 in memberships and 10 members in each member class (not including newsletter-only).
  - Train staff to conduct outreach to new CWW members.

## **Effective Communications**

- Website
  - Update the website with new resources, projects, programs, and timely information.
- Newsletter
  - Increasing advertising in the 2017 newsletters.
- Management Team and Staff
  - Monthly email to communicate CWW activities, leading info about relevant news and interesting trends which can be more fully explored on our website (e.g. jobs).
  - Develop social media plan which includes best venues and communications strategies.
  - Develop an annual report to be published in March 2018.