# **Colorado WaterWise Membership Pitch**

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*If You Have 30 Seconds*

Colorado WaterWise brings water professionals together to share ideas and solutions that increase water efficiency. We work collaboratively to solve water issues that affect all Coloradans and provide opportunities to grow our members as professionals in the industry.

*If You Have 5 Minutes or More*

We are a community of scientists, educators, and entrepreneurs representing water stakeholders like utilities, governments, non-profits, businesses, and HOAs. We offer educational tools, events, and resources to our members and the public. Together we achieve things that utilities cannot achieve on their own, such as our water education campaign called “Live Like You Love It.” As a member you receive access to our products and networking events, and you have the opportunity to help develop the resources that best meet your needs.

**Mission**

Addressing the state’s water challenges by improving water efficiency through diverse community connections, innovative solutions, and valuable member resources.

**Activities and Resources**

* Lunch ‘n Learns and Webinars – enhance your professional knowledge
* Water Conservation Symposium – our signature, annual conference held in October
  + Network with more than 100 attendees
  + Stay current on topics and trends
  + Sponsorship opportunities available
* Newsletter – delivered to over 1100 email addresses with an average open rate of about 30%
  + Published quarterly with opportunities to share your content
* Live Like You Love It – our statewide education campaign provides a simple and cost-effective way to engage with your customers, stakeholders, and community members about the importance of Colorado water.
  + Includes a range of co-brandable collateral, suite of graphics, and research-based messaging proven to resonate with Coloradans, valued at over $50k
  + All CWW members receive a starter LLLYLI toolkit
  + Campaign partners receive all materials plus new materials every year based on their partnership level (good conversation starter to get them to a higher level)
* Case Study Library – case studies of best management practices from Colorado utilities and industry experts

**Membership Benefits**

Benefits to you:

* Make a difference—get involved in water conservation issues in Colorado.
* Build your network—collaborate and connect with other conservation professionals.
* Expand your skills—broaden your perspective on solutions that work, and the bigger water picture in Colorado.

Benefits to your organization:

* You can offer solutions that have worked for other peer organizations, and a broader statewide perspective.
* You can connect your organization to the greater network of water professionals across Colorado.
* You can promote your work through the newsletter, lunch ‘n learns, webinars
* You can use our LLYLI toolkit materials to reach out to your audience

**Ways to Get Involved**

1. Attend one of our events, a Lunch ‘n Learn, a webinar, or the annual Symposium
2. Attend a Board meeting. Anyone is welcome, and we’d like to hear your contributions.
3. Join our Board of Directors. We are a working board, and we are always looking for engaged, enthusiastic, hard-working individuals to further our mission.