What is Live Like You Love It?

The Live Like You Love It (LLYLI) campaign provides a simple and cost-effective way to engage with your customers, stakeholders, and community members about the importance of Colorado water. Developed by Colorado WaterWise, the campaign features an easy-to-use toolkit with a variety of customizable materials and research-based messaging proven to resonate with Coloradans about the importance of water.

What is in the toolkit?

The toolkit is valued at over $50,000 and includes a wide range of co-brandable materials that can be tailored to fit any organization’s messaging and used in any communications channel. Some examples include:

- Social media calendar and timeline with images and sample posts
- Messaging and content for your newsletters/press releases/emails/etc.
- Fact sheets on indoor and outdoor water efficiency, drought, and the value of water
- Video, graphics, and ads for use in your local outreach efforts

*Several items available in Spanish. Toolkit items vary based on partnership level.*
HERE’S WHAT OUR PARTNERS ARE SAYING...

“As a one woman army for conservation programs at my utility, LLYLI makes it easy to communicate seasonally relevant water efficiency tips even when my work load is at its peak!”

- Katie Helm, Conservation & Sustainability Program Manager, City of Fountain

“During our meetings with HOAs, we provide LLYLI materials like the Water Conserving Tips for HOAs and Large Commercial Properties Fact Sheet. This helps guide our customers to make the best landscape decisions for their property.”

- Lyndsey Lucia, Field Instrumentation and Outreach, Northern Colorado Water Conservancy District

ALL COLORADO WATERWISE MEMBERS [$500+] RECEIVE:

- LLYLI Logo
- Fact Sheets (2)
- Ad (1)
- PowerPoint Template
- Social Media Content Calendar
- Colorado Water Video
- Conserve, Care, Commit Graphics

STREAM PARTNER - $2,000
Includes access to all Colorado WaterWise Member Items PLUS...

- Fact Sheets (4)
- Ads (2)
- Social Media Graphics
- Watering Calendar Template
- LLYLI Pocket Folder Template
- Children’s Water Festival Materials
- At Least 2 New Materials Each Year

RIVER PARTNER - $3,500
Includes access to all Stream Partner Items PLUS...

- Fact Sheets (10)
- Ads (3)
- Water-Related Icons (60+)
- English and Spanish Materials
- Facebook Cover Photos
- At Least 3-4 New Materials Each Year
- At Least 3-4 New Materials Each Year
- PowerPoint Template
- Social Media Content Calendar
- Colorado Water Video
- Conserve, Care, Commit Graphics

For more information or to join, please visit coloradowaterwise.org/Join or email us at info@lovecoloradowater.org