



WYLAND
FOUNDATIONSM

2023 MEDIA KIT

NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION AND OC BREAKAWAY COMPETITION



Southern California Media Partner: KCAL/KCBS

Access elements of the 2023 Wyland National Mayor's Challenge Media Kit [here](#).



BACKGROUND

Every April, the Wyland Foundation (WYFO) presents a national campaign inspiring residents of all ages to be good water stewards. The 12th annual National Mayor's Challenge for Water Conservation continues to encourage friendly competition between cities throughout the U.S. to earn the title of most water-efficient community in the NATION! The campaign is a way for participating cities to educate, connect, and motivate their citizens to build water-smart habits by reducing water use and eliminating water waste. Through their participation, community members have a chance to win exciting prizes too!

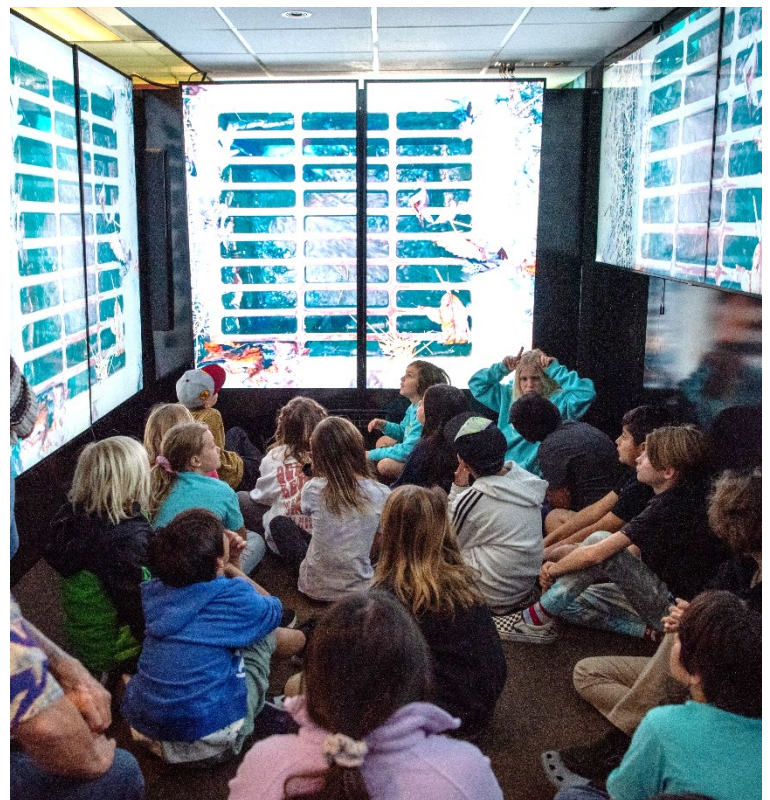
Back again for another year, MWDOC and WYFO will offer an additional incentive just for Orange County. The breakaway challenge will award the city with the most pledges in MWDOC's service area with a FREE visit from the newly revamped Wyland Clean Water Mobile Learning Experience—an immersive, interactive mobile science laboratory centered around water quality and supply on both a local and global scale. While participating cities that have previously won the breakaway challenge are not eligible to win again, securing the title of the most water-wise city in Orange County is still up for grabs!

INFORM

WHAT'S INCLUDED

- 01 Benefits of participating in the National Challenge and OC Breakaway Competition.
- 02 Tips for running a successful promotional campaign.
- 03 Social media posts and images to engage residents across all social platforms.
- 04 Mini news ads for print or digital use in local news outlets.
- 05 Website banners to promote the challenge directly on your website.
- 06 Promotional flyer on the OC Breakaway Competition for print or digital use.
- 07 Single page activity for students and teachers to get involved as a class.

PREPARE



- 01 CONNECTION** The Challenge educates and inspires community members to preserve and protect our water supply, encouraging them to become lifelong water stewards.
- 02 COLLABORATION** Residents, city leaders, and community groups are motivated to work collaboratively to create positive water-smart habits.
- 03 INCLUSIVITY** The National Challenge is FREE and open to everyone. Pledging takes less than a minute and automatically counts toward the OC breakaway competition!
- 04 TEAMWORK** Residents can track their city's standings in real time and encourage each other to meet shared conservation goals.
- 05 RESPONSIBILITY** Residents of all ages are motivated to do their part to protect our most precious natural resource.

ENGAGE

BENEFITS OF PARTICIPATION



TIPS FOR SUCCESS



CUSTOMIZE YOUR CAMPAIGN Launch a campaign specific to your service area. Try providing additional incentives to encourage participation or spark a friendly rivalry with a neighboring city.

ADD TO YOUR ACTIVITIES Boost your existing Earth Month or Earth Day events by incorporating the water pledge into your outreach.

POST WITH PRIDE Share the campaign across a variety of messaging outlets. Make it simple, engaging, and fun for residents to participate.

CONNECT WITH OTHERS Reach out to the community groups, schools, and local businesses in your network to boost participation and spread the word.

INSPIRE

SOCIAL POST 01



TAKE THE PLEDGE
to Save Water!
www.MyWaterPledge.com

Brought to you by:   

Did you hear? This April, you can take the pledge to save water and be entered to win hundreds of prizes! It's FREE and only takes 1 minute. Simply pledge on behalf of your city to make simple water-smart changes that make a BIG impact. || Pledge today: MyWaterPledge.com #OCisWaterSmart #EarthMonth @wylandfoundation @MWD OC

SOCIAL POST 02



TAKE THE EARTH MONTH PLEDGE with friends & family!
www.MyWaterPledge.com

Brought to you by:   

How are you getting involved this Earth Month? One FREE, fun, and easy way is to take the @Wyland National Mayor's Challenge pledge to save water. Encourage your friends, family, and neighbors to join in the fun and be entered to win BIG! || Learn more: MyWaterPledge.com #OCisWaterSmart #EarthMonth #Community @wylandfoundation @MWD OC

SOCIAL POST 03



Take the Pledge

SAVE AND WIN BIG!

MyWaterPledge.com/classroom-edition

Brought to you by:   

Have you heard? You can help your school win exciting prizes by simply pledging to save water! Join the Earth Month challenge by taking a series of classroom pledges to use water wisely for a chance to win school supply gift cards and blue-light glasses! || Pledge today: MyWaterPledge.com/classroom-edition #OCisWaterSmart #EarthMonth #Education @wylandfoundation @MWD OC

SOCIAL POST 04*



Take the Pledge
HELP OUR CITY WIN!

Brought to you by:   

Join us in the @Wyland National Mayor's Challenge and help make OUR city number one by taking a free pledge to save water. The Orange County city with the most pledges will win a visit from the @wylandfoundation state-of-the-art Mobile Learning Experience! || Take the pledge today: MyWaterPledge.com #OCisWaterSmart #EarthMonth #SaveWater @wylandfoundation @MWD OC

**Option available for multi-city water providers.*

National Mayor's Challenge for Water Conservation



Save water
for future
generations.

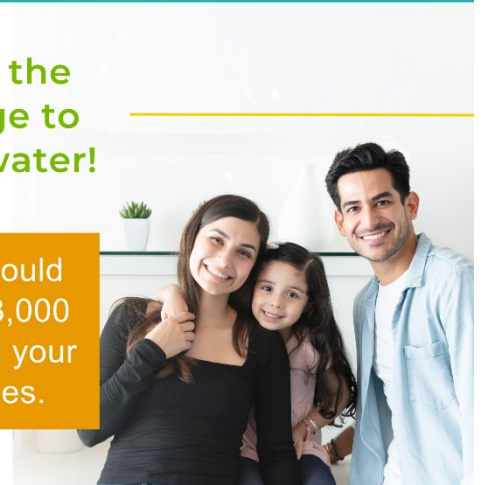
Take the
pledge and
support your
community!

www.MyWaterPledge.com

Brought to you by:



National Mayor's Challenge for Water Conservation



Take the
pledge to
save water!

You could
win \$3,000
toward your
utilities.

www.MyWaterPledge.com

Brought to you by:



Brought to you by:



April 1-30



Brought to you by:



April 1-30

Earth Month

April 1-30

ONE OC CITY WILL WIN BIG!



NATIONAL MAYOR'S CHALLENGE FOR WATER CONSERVATION

Take the Pledge to Save Water!

- 💧 Pledge today to make simple water-smart changes that make a BIG impact!
- 💧 The Orange County city with the most pledges will win a visit from the Wyland Clean Water Mobile Learning Experience!
- 💧 When you pledge you will be entered to win hundreds of prizes!

It's FREE, Fun, and Easy!

Scan the QR
code or visit:



www.MyWaterPledge.com

Brought to you by:

WYLAND
FOUNDATION





Earth Month CHALLENGE!

FREE CLASSROOM ACTIVITY! PLEDGE TOGETHER TO SAVE WATER



Join the Challenge

Water is an essential, but limited natural resource. The [National Mayor's Challenge for Water Conservation](#) invites teachers and students to take a series of classroom pledges to use water wisely.



Pledge Together as a Class

Visit mywaterpledge.com/classroom-edition to pledge together as a class. If you have multiple classes, enter the total number of students after all classes have participated.



Don't Forget the Prizes ✨

Participating schools can win \$250 gift cards for school supplies and blue-light glasses from Zenni Optical. See [complete rules](#) for more.



2023

NATIONAL MAYOR'S CHALLENGE AND OC BREAKAWAY COMPETITION MESSAGING



Prepared by:
Municipal Water District of Orange County

INTRODUCTION

The Wyland National Mayor's Challenge for Water Conservation and OC Breakaway Competition is an excellent opportunity to inspire customers of all ages to come together as a community to meet your agency's conservation goals. MWD OC has prepared the following talking points to support participation in your service area. Messaging is categorized to make key information easy to find, and points are delivered to offer background, motivation, and direction.

KEY MESSAGES

WHAT - NATIONAL CHALLENGE AND OC BREAKAWAY

1. The 12th annual National Mayor's Challenge for Water Conservation encourages friendly competition between cities throughout the U.S. to earn the title of most "Most Water-Wise City" in the nation!
2. In celebration of Earth Month, join <city, water provider, Mayor> in our commitment to using water wisely all year long.
3. Every April, the National Challenge inspires residents of all ages to commit to making simple behavioral changes to use water more efficiently and conserve energy.
4. The annual competition is a national community service campaign that inspires citizens to make long-term, positive behavioral changes to protect water resources.
5. By participating in the National Challenge, residents can help our city win the title of "Most Water-Wise City" in the nation and be entered to win exciting prizes!
6. The National Challenge is FREE, fun, and easy!
7. **(OC Breakaway Competition)** As an added incentive, the Municipal Water District of Orange County (MWD OC) and the Wyland Foundation will award the city with the most pledges within MWD OC's service area, a visit from the newly updated Wyland Clean Water Mobile Learning Experience.
8. **(OC Breakaway Competition)** Ready to roll, the Wyland Clean Water Mobile Learning Experience uses interactive activities and lessons tied to state standards to teach our youngest water users about water quality, using water wisely, and conservation.
9. **(OC Breakaway Competition)** The newly renovated Wyland Clean Water Mobile Learning Experience (MLE) is a unique, immersive mobile science laboratory that promotes the study of local and global water quality and supply.

HOW - PLEDGING MADE EASY

1. Take the pledge today and help make <City Name> the “Most Water-Wise City” in the nation!
2. Simply visit www.MyWaterPledge.com and make a series of online pledges to use water wisely and reduce water waste.
3. It takes less than a minute to commit to using water wisely and reducing water waste.
4. YOU can help ensure a sustainable future for generations to come.
5. Check out www.MyWaterPledge.com each day to see our <your> City’s standings.
6. **(Teacher Participation)** The National Mayor’s Challenge for Water Conservation invites teachers and students to take a series of classroom pledges to use water wisely.
7. **(Teacher Participation)** Visit www.MyWaterPledge.com/classroom-edition to pledge together as a class.
8. **(Teacher Participation)** Participating schools have a chance to win \$250 school supply gift cards and 100 Zenni Optical blue-light glasses made from recycled plastics. See [complete rules](#) for more.
 - Each pair of Zenni glasses is equal to three discarded single-use plastic water bottles.

WHY - COMMUNITY-DRIVEN ACTION

1. The National Challenge offers a compelling, positive way to motivate residents to conserve water and energy resources with no costs to cities or taxpayers.
2. The Challenge educates and inspires community members to preserve and protect our water supply, encouraging them to become lifelong water stewards.
3. It takes less than a minute to commit to using water wisely and reducing water waste.
4. Residents, city leaders, and community groups work collaboratively to create positive water-smart habits.
5. The National Challenge recognizes and rewards residents who are committed to protecting our most precious natural resource.
6. Residents can save money, help our city meet conservation goals, discover water-related issues affecting our region — and earn a chance to win water-saving prizes – including \$3,000 in paid utilities.
7. **(OC Breakaway Competition)** A unification tool for a healthy, thriving, eco-conscious community.

KEY MESSAGES CONT.

8. **(OC Breakaway Competition - Mobile Learning Center)** The remodeled mobile science laboratory is outfitted with a state-of-the-art video array in a 270-degree surround format to educate, engage, and empower students to think deeply about our local and global water quality and supply.
9. **(OC Breakaway Competition - Mobile Learning Center)** Participants will experience hands-on activities and lessons to educate them on environmental issues and discover their role in improving the health and availability of our waterways.
 - Learn together, grow together, save together.
 - An interactive education experience to strengthen the City's conservation efforts.
 - A multigenerational water education experience.