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Outreach Planning for Water Conservation Guide

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Successful public outreach makes programs successful

- AWWA has a new guide available to utilities looking take their water conservation programs to the next level
- Of particular interest to small and medium sized utilities that do not have dedicated public relations staff



The Guide Contains:

- Key considerations to help define program goals and audiences
- Outreach plan templates that can be customized to fit your programs and products
- Sample executions ranging from print ads and web text to bill insert copy



A Brief Taste

- The Four Pillars of Successful Public Outreach
 - Define the audience and goal(s)
 - Develop a plan
 - Execute the program
 - Measure and modify



Define the Audience

- Public Outreach should be designed to evoke a specific behavior
- Research is important, and you can do it on a small budget
- When you research, you might get answers you don't like/expect – don't ignore this



Develop the Plan

- One size NEVER fits all
- Tell them what you want them to do, not why you want them to do it
- Know your products, tactics and tools
- Each program you have represents a separate product and distinct audience



Execute the Program

- Don't try to be everything to everyone
- What is your “call to action”
- You will need to make adjustments to your plan as you go along



Measure and Modify

- How well did you meet your goals? Why?
- How can you improve next time?
- Analyze effectiveness of different resources or media
- Keep evaluating, you are never done researching

