

WATER CHAMPIONS CAMPAIGN “FAQs”



TOP 10 FREQUENTLY ASKED QUESTIONS

1. WHO IS NEWEA? New England Water Environment association (NEWEA) is a non-profit all-volunteer organization made up of a diverse group of water quality industry professionals, civic leaders and students who are responsible for treating wastewater and returning it to the environment for future use. We lead our industry and communities through Education, Collaboration and Participation.

2. WHAT IS THE NEWEA WATER FOR LIFE CAMPAIGN ALL ABOUT? Established in 1929, NEWEA is well-known within the water quality industry, however, what they *do* is not well-understood in our New England communities. Using an advertorial style, and partnering with local leaders — “Water Champions” — the campaign’s goal is to create awareness and action around key water industry topics:

- Health and Safety: How water infrastructure provides water that is safe for consumers and the environment
- Sustainability: How communities and individuals can support local/regional/national water quality and environmental efforts
- Career Opportunities: How the water quality industry is growing with immediate, exciting, long-term career opportunities

3. WHERE WILL THE WATER FOR LIFE ADS APPEAR? Launching in early 2016, the ads will run in the following channels:

- At NEWEA and WEF (NEWEA’s parent organization) conferences and events
- In print in NEWEA’s event programs and Quarterly Journal
- Online at NEWEA.org
- Online on NEWEA social media (Facebook, Twitter, Instagram, LinkedIn)

As the campaign grows, anticipated channels may include:

- Public Transit
- New England Sports venues
- New England Events venues
- New England Radio
- New England Consumer Print (magazine, newspaper)

4. WHO ARE THE WATER CHAMPIONS?

Water Champions are recognized leaders in their varied professional fields. The early campaign ads will feature NEWEA members who are widely recognized for their direct leadership and contributions within the water quality industry. In addition, New England sports heroes, TV personalities, business

leaders, politicians and entertainers will be invited to join the campaign. Criteria for participation include:

- Lives in, or is originally from/maintains ties to one of the six New England states
- Supports or has interest in water/ environment issues
- Maintains active, strong media/social media presence
- Has demonstrated successful, responsible, personal brand/reputation management

5. WHY SHOULD I BE A WATER FOR LIFE “WATER CHAMPION”? Water Champions promote the benefits of efficient public water quality systems:

- Health and Safety: Water is a necessary part of everyday routines. Promoting systems that keep water clean and safely return it to the environment for future use is NEWEA’s main goal
- Sustainability: Investing in water systems means better water to enjoy in our glasses, our homes, our communities
- Career Opportunities: Supporting water systems directly provides outstanding, long term, secure jobs

6. WHAT KIND OF RESPONSIBILITIES DO WATER CHAMPIONS HAVE? Participating in NEWEA’s Water for Life campaign involves:

- *A featured portrait and message in print and online ads* Each Water Champion will be interviewed and photographed by the NEWEA team for the purpose of developing print and online ads
- *Potential for event and speaking engagements* Each Water Champion may have the opportunity to attend NEWEA and public events to promote the campaign and water quality issue featured in their respective ad

7. HOW MUCH TIME DOES IT TAKE TO BE A WATER CHAMPION? Being a Water Champion for the Water for Life campaign requires a nominal time commitment:

- 1 hour interview: a 30 – 45 minute follow up phone call may also be advised
- 1-time photoshoot: depending on location and venue this may take anywhere from 30 minutes to a full day
- 1 – 6 hours creative planning and materials review: Water Champions will be invited to review creative concepts and offer feedback and approval at key milestones throughout the planning and execution process

- Event & Speaking opportunities: Ideally, each Water Champion will have at least one event or speaking opportunity when their *Water for Life* ad goes live; initial events and engagements will be based in New England

8. WHAT IS THE COMPENSATION FOR WATER CHAMPIONS? NEWEA is a not-for-profit professional member association and a 501(C)3 organization. NEWEA’s Public Outreach committee is comprised of water industry professionals volunteering their time to create the *Water for Life* campaign. NEWEA leadership has dedicated a modest production budget for the launch of the campaign. Additional fundraising through sponsorship and advertising programs are in development and grant research is underway to further finance the campaign. At this time, Water Champions will not receive financial compensation.

9. HOW DO I GET INVOLVED WITH THE WATER CHAMPION CAMPAIGN? Become a featured Water Champion in one of the ads. If you are a dedicated supporter of clean water, the environment, sustainability and opportunity, please contact: Mary Barry, mbarry@newea.org, 781-939-0908

- *Lend your professional expertise to the campaign* Opportunities exist for you or your company to collaborate on the *Water for Life* Water Champions campaign. NEWEA welcomes personal, professional and corporate participation
- *Provide financial support to the campaign* Campaign funding is welcome at all levels. Contact NEWEA today to make your contribution

10. DO YOU KNOW SOMEONE WHO SHOULD BE A WATER CHAMPION? NEWEA welcomes Water Champion nominees! For consideration, please provide:

- Full Name, business affiliation and title (if applicable)
- Contact information, including email and/or telephone number
- Brief description (200 words or less) of what makes them a Water Champion

A NEWEA Public Awareness Committee volunteer will follow up on all nominations.

For more information, email:

- Jordan Gosselin | jgosselin@newea.org
- Faye DeMoura | faye.demoura@wright-pierce.com