

[Insert Organization's Name Here]

2013 Professional Certifying Organization Partner of the Year Written Statement Template

Please complete, save, and upload this document to your award application. Compose your written statement by addressing the evaluation criteria below based only on your activities in 2012, unless otherwise requested. Your written statement must be **no more than six (6) pages in length**. Organize and label your statement using the categories listed below (e.g., "Certification Program Growth"). The point values following each category indicate the maximum potential value for all activities within that category. Partners should address as many of the criteria as applicable based on their activities and may also be eligible for an Excellence Award if they demonstrate outstanding accomplishments in one of the categories.

Remember that Partner of the Year awards are based on activities that increase awareness about the WaterSense program, labeled products, new homes and services. General education on the importance of water efficiency is valued, but the focus of your application should be on activities that specifically integrated WaterSense. If you choose to submit supporting materials that complement your written statement, which is recommended, clearly reference each supporting material in your written statement (preferably with annotations).

Evaluation Criteria

1. Certification Program Growth (25 points)

- Provide the number and percentage of your organization's certifications for irrigation professionals that are WaterSense labeled.
- Provide the number of irrigation professionals who earned at least one of your organization's WaterSense labeled certifications in 2012 and any goals or targets your organization set in 2012 for increasing that number in 2012 (and beyond).
- Identify how you made your labeled certifications more readily available to irrigation professionals in 2012.
- Indicate the number and percentage of irrigation professionals certified by your program(s) who are also WaterSense irrigation partners.

2. Promoting WaterSense to Irrigation Professionals (30 points)

- Describe how you used your WaterSense partnership and the WaterSense label to recruit certification candidates, promote WaterSense, or demonstrate your organization's commitment to water-efficient irrigation practices to irrigation professionals.
- Describe any in-person or online (e.g., webinars) events you organized, hosted, or participated in, to encourage irrigation professionals to earn your WaterSense labeled certification(s). Identify WaterSense's materials you used to educate irrigation professionals about the program.
- Describe how you promoted or advertised your WaterSense labeled certification(s) through media outreach, distributing promotional materials, using social media networks (Facebook, Twitter, LinkedIn, etc.) or in other ways, and identify your primary audience(s) for the promotions.
- Explain how you encouraged professionals certified by your labeled program(s) to join WaterSense as irrigation partners.

3. Promoting WaterSense and Water-efficient Irrigation Practices (30 points)

- Describe WaterSense-related outreach you conducted (including quantity and estimated reach, if available). For example, this might include developing web content about WaterSense and your WaterSense labeled program; adding WaterSense promotional marks to websites, newsletters or listservs; using bill stuffers; producing public signage; giving presentations; using social media outlets (e.g., Facebook, Twitter); or developing workshops or trainings for contractors.
- Describe how your organization promoted hiring WaterSense irrigation partners to:
 - Individual homeowners or home owners' associations

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- Home builders or licensed certification providers
- Water utilities or water districts
- Explain how your organization educated end users (homeowners, business owners, etc.) on the WaterSense program and the importance and value of water-efficient irrigation practices. Discuss any efforts your organization made to educate end users on detecting or preventing leaks or faulty parts.
- Explain how you encouraged or trained certified professionals to present the benefits of water-efficient irrigation practices to current or potential customers, including tracking water savings data or calculating return on investment.

4. Strategic Collaboration (15 points)

- Describe how you collaborated with other WaterSense partners or stakeholders (e.g., utilities, nonprofits, trade associations, state and local governments, builders, licensed certification providers, etc.) to promote WaterSense or further a common goal of increasing water efficiency. Provide any quantifiable results, if possible.
- Describe how and when you collaborated with the WaterSense program, supported WaterSense outreach campaigns, or contributed to the development or revision of a WaterSense labeled program specification.
- Describe research your organization conducted, funded, or reviewed that furthered the development of a WaterSense labeled product or practice specification. (You may include specification support that began prior to 2012 but continued into 2012.)