

[Insert Organization Name Here]

## 2013 Promotional Partner of the Year Written Statement Template

Please complete, save, and upload 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., "Education and Outreach Activities"). The point values following each category indicate the maximum potential value for all activities within that category. Some partners may not be able to address all of the evaluation criteria, but may be eligible for an Excellence Award if they exhibit outstanding accomplishments in one of the following 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. Education and Outreach Activities (45 points)

- Describe how you conducted WaterSense-related **consumer and/or member outreach activities** (including quantity and estimated reach). This might include the development of websites or web content about WaterSense; the addition of the WaterSense promotional marks to websites, newsletters or listservs; use of bill stuffers; production of public signage; giving of presentations; use of social media outlets (e.g., Facebook, Twitter); or development of workshops or trainings for consumers or contractors.
- Describe how you conducted WaterSense-related **media activities** (including quantity and estimated reach) that resulted in increased public awareness about the WaterSense brand specifically and water efficiency in general. This might include articles or advertisements that promoted WaterSense in magazines, trade industry journals, online, or in broadcast media.
- Describe specific WaterSense-related **events or campaigns** you organized or participated in. This might include getting involved in Fix a Leak Week 2012, Shower Better or the We're for Water campaign, having Flo attend your event, or promoting a specific aspect of the WaterSense program (e.g., new homes or outdoor messaging).
- Describe your efforts to **recruit new WaterSense partners**. Recruiting efforts might have targeted organizations eligible for promotional partnership (such as utilities or home builders associations) or companies or individuals in other partnership categories such as retailers, distributors, manufacturers, builders, licensed certification providers, or irrigation professionals.
- Describe how you **measured the effectiveness** of your WaterSense-related promotional activities and include those metrics. This might include measured increases in public awareness of the WaterSense brand.

#### 2. Strategic Collaboration (35 points)

- Describe how you collaborated with other WaterSense partners or stakeholders, such as manufacturers, retailers, builders, or landscape irrigation professionals to promote WaterSense messaging. Include how your organization selected potential partners and the value the collaboration brought to the WaterSense program in your region.
- 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.)

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**3. Promoting the Adoption of WaterSense Labeled Products (20 points)**

- Describe relevant events your organization sponsored, participated in, or promoted that encouraged consumers to look for WaterSense labeled products. This might include participating in (or hosting) conferences/workshops, school presentations, community events, road shows, or events with local retailers/distributors.
- Describe any marketing, outreach or social media (e.g. Facebook, Twitter) activities your organization undertook that promoted or made consumers aware of WaterSense labeled products or product lists, rebate programs, tax holidays, or retrofit programs.
- Describe any ways in which your organization helped integrate WaterSense labeled products into existing water efficiency programming.
- Describe any incentive programs your organization sponsored, participated in, or supported that encouraged consumers to look for WaterSense labeled products. Incentive programs might include product rebates (or funding product rebates through other organizations), account credits, or participation in tax-free holidays, tradeout programs, or other promotional events. Include descriptions of your organization's role in coordinating/planning the event.
  - If your organization sponsored a rebate program, be sure to highlight quantifiable details, such as the number of times you offered incentives, the number of recipients that participated in incentive programs, the value of your incentives, and the number of products the incentives covered.
  - If your organization supported an outside organization's incentive program, describe how you reached out to the program sponsor, helped acquire or contribute resources to the program, and increase participation.