

Pathways for Planning a Successful Water Conservation Festival



Foreword

On April 11, 2002, *Celebrate!* Water Conservation was held at Raymond James Stadium in Tampa, Florida. The Southwest Florida Water Management District (District) hosted the event, which was designed to provide interactive, hands-on investigations and activities that highlighted water conservation. Approximately 300 fourth-grade students from Tampa Bay-area schools participated in the celebration. Activities included interactive water conservation education booths, music, games and prizes, lunch and an awards ceremony. To reinforce the water conservation message, each student created a personalized puzzle piece that contributed to the construction of a 72- by 82-foot puzzle spread out across the stadium's football field. Putting on *Celebrate!* was a learning experience for District staff—an experience that we wanted to share with others. This manual was developed so that other schools, citizen groups and community organizations could learn how to plan their own water celebration events throughout the District.

Water celebration events may take on many forms. They can be large or small, and can include presentations, club activities, neighborhood picnics, community festivals, fairs, workshops, and classroom or schoolwide activities. Regardless of the type of celebration that is organized, the water events can provide participants with an opportunity to learn more about the important role they play in water conservation. Remember, it's up to all of us to protect our limited water resources now and for our future. Having a water celebration event in your area will also promote environmental citizenship within your community.

We hope you find this manual useful. We encourage all of you to organize some kind of event that focuses on important messages about our limited water resources. When you decide to plan a water celebration event, regardless of how big or small, please let us know. We would enjoy hearing and sharing your experiences and success stories with others throughout the District.

For additional information and activities about water conservation, watersheds, ground water, water quality and numerous other topics related to water in our area, be sure to visit the District's Web site and associated links at WaterMatters.org.



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The District does not discriminate upon the basis of any individual's disability status. Anyone requiring reasonable accommodation under the ADA should contact the Communications Department at (352) 796-7211 or 1-800-423-1476 (Florida only), extension 4757; TDD only 1-800-231-6103 (Florida only).





Introduction

Pathways for Planning a Successful Water Festival is a manual that has been designed to provide enough information to help you easily plan your own unique water celebration event. It is unlikely that any two events will be the same. Just as a river encounters many routes as it moves toward open waters, while planning and preparing for a festival you may also experience twists and turns as you move along the pathways leading to the final event. We think you will find the journey worth the commitment and effort. By the time you reach the final destination, everyone who has been involved in the planning and preparation for the event will have something to celebrate!

This manual consists of five parts. Each part focuses on a different phase of planning a water celebration event. At the end of each part, a special page is included so that you can add your own personal notes. This is a good place for you to jot down any thoughts, contacts, names or details you might be thinking about that are related to your event. Following the personal notes page, we have included examples of materials used in conjunction with the *Celebrate!* Water Conservation event held in Tampa. In some instances, we have also included several activities and suggestions for activities you may want to design. These materials are included to provide you with ideas for creating or customizing materials for your event.

Don't forget that many resources are available through local utility companies, libraries and government agencies. These places often have free materials available, as well as support people who can help you with locating information and expertise about specific topics that may be included in your event.

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Includes information about setting a purpose for a water celebration event, establishing goals, identifying a theme, describing the target audience, estimating the number of people who will attend, and assembling a committee.

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Presents information about identifying a location and date for the event, estimating costs and setting up a budget, seeking out sponsors and organizing a time line.

Part 3

Navigating the Waters..... page 18

Provides ideas for choosing appropriate activities, selecting presenters, creating a matrix of activities, determining the amount of volunteer support needed, preparing an agenda of events, creating a map, providing refreshments, tracking attendance and conducting a trial run.

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Includes information about registering and greeting participants, monitoring the events, establishing an area for information and first aid, capturing the moments, using mascots and ending the event.

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Provides suggestions for evaluating the success of the event, finding ways to extend the event and showing appreciation to everyone who helped in the event.

Part 1

All Aboard!



Getting started may seem a bit overwhelming until you have a handle on the general theme and size of the event that is to take place. To make this easier, begin by asking yourself why the event is going to be held and who the target audience will be. It is important that you are able to describe the purpose of the event and the goals that you hope to accomplish by having the event. By having a clear understanding of the purpose and goals, you will find it much easier to assemble a committee for planning the actual event. Use the Preliminary Planning Worksheet on page 9 to fill in your own answers to the following questions.

What is the purpose of the water event?

It is very important that there is a clear purpose for having the event. A lot of effort and hard work will go into making the event successful, so you want to be sure that volunteers, supporters and participants understand the reason for having the celebration. Here are just a few possible reasons:

- To celebrate the end of a successful water resources project
- To educate youngsters about saving water at home and at school
- To teach neighbors about ways to save water
- To inform the community about the importance of water conservation
- To learn more about how pollutants affect our water resources
- To create a greater awareness about the importance of a watershed and the water resources within it
- To kick off a water resources project

What are the goals?

In addition to having a central purpose, there should be identified goals that you hope to attain by the end of the event. Identifying goals will be a way for you to help determine whether or not the event was a success. Here are some goals you may want to consider:

- To provide ways for people to practice water conservation
- To learn the basics of Xeriscape™ (landscaping to reduce outdoor water consumption)
- To motivate people to volunteer for pond and river cleanups
- To provide devices for saving water indoors
- To encourage people to perform their own home water audits

What is the theme?

You probably want to have your committee brainstorm ideas for the overall theme of the event, but it is always good to start thinking about the theme even before you have assembled the members of the planning committee. Here are a few themes you may want to consider:

- *Celebrate!* Water Conservation
- Saving Water for Our Future
- Every Drop Counts
- A Water Festival
- Xeriscape Your Landscape
- Know All About Your Water
- A Waterful Fair
- Saving Drops
- A Scavenger Hunt for Water

Who is the target audience?

It is very important that there be a target audience in mind when the event is being planned. This will ensure that all event activities are appropriate for event participants. A puppet show about water may not be a big hit with high school students, but it could create quite a “splash” if high school-aged students put on the show for elementary students. At an event that includes a variety of booth activities targeted for entire families, teenagers could serve as guides for the younger children. A few examples of target audiences include the following:

- A single class interested in water resources education
- Students in grades 3 and 4
- All the students at a school
- Families who live in a neighborhood
- Members of a scouting troop and their families
- Newcomers to an area

How many people are expected to attend?

The event may be designed to include only a class of students or a few neighborhood families. Or it could be planned to attract hundreds of people. The number of people you expect to include in the event will greatly affect how much planning and money will be needed to make it a successful experience for everyone involved. If you haven’t planned a large event before, you may want to think small for your first water event. Then, after having a successful event, do it again and think bigger!

How should a committee be assembled?

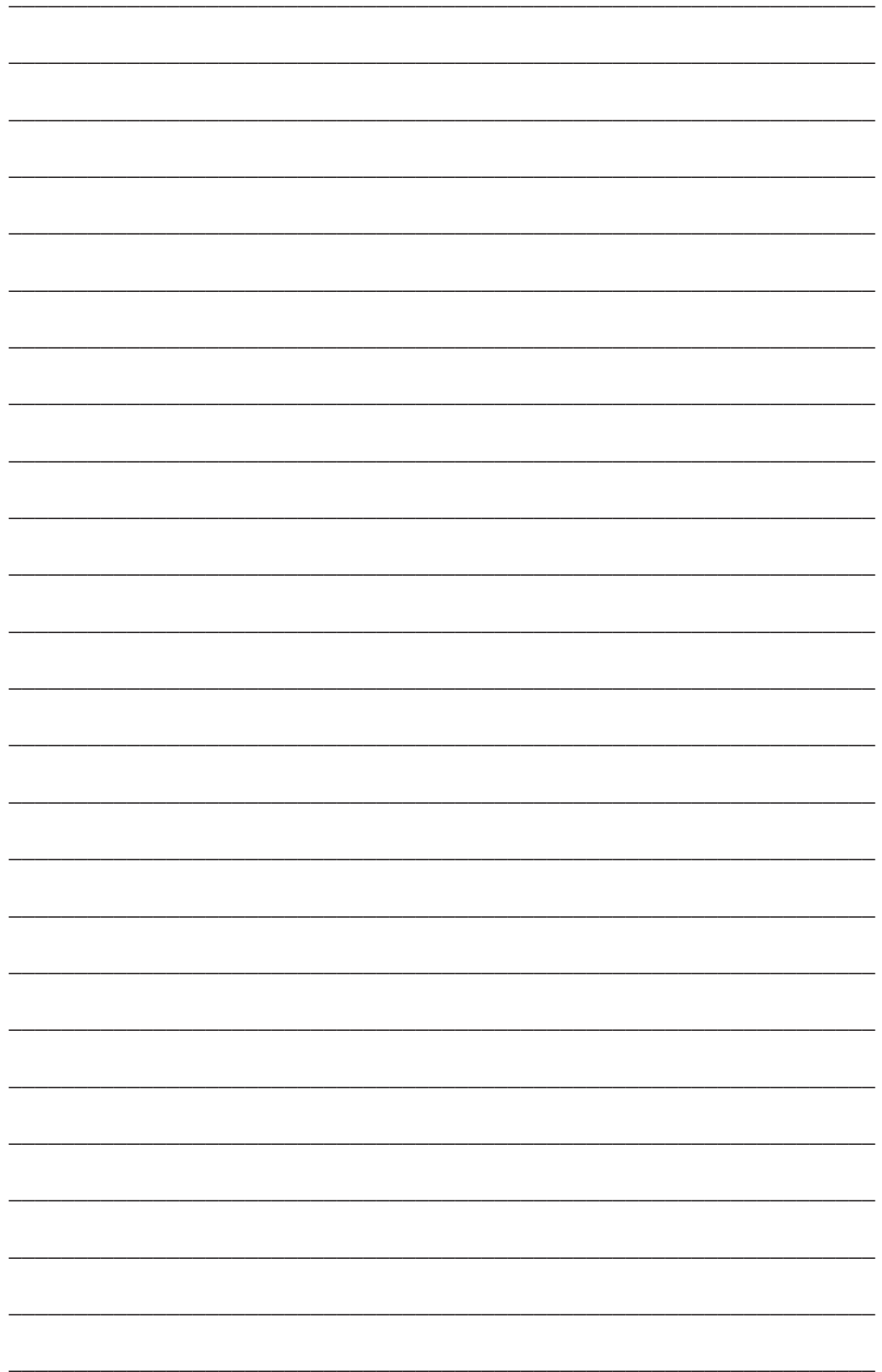
The number of people who should serve on your committee will depend on how big and elaborate you want the event to be. Carefully select people for the committee because they are very important for the success of the event. They should be willing to serve throughout all phases of the planning. After you have assembled the committee, make sure all the members understand the purpose, goals and theme of the event, as well as the target audience and number of people who are expected to attend. Use the preliminary worksheet to make any modifications based on group discussions and brainstorming. Once the decisions have been made, make sure everyone is in agreement and committed to what has been established on the preliminary worksheet. This will help everyone stay on track as you begin the serious work of planning the event!

Part 1

All Aboard!

My Personal Notes

[illegible]



Water Event Preliminary Planning Worksheet

What is the purpose of the event? _____

What are your goals? _____

What is the theme of the event? _____

Who is the target audience? _____

[illegible]

How many people are expected to attend? _____

Names and contact information of planning committee members.

[illegible]

Additional notes:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Part 2

Launching Off



At this point, you have established a general theme for your event, you know about how big the event is going to be and you have organized a committee. So now what? You are ready to launch off! This means that you are ready to begin with the real planning to make sure you have a successful event.

Where will the event be held?

There are several possible places for conducting the event. The event may be held indoors or outdoors, or a combination of both. Locations may include a single classroom, several classrooms, a school cafeteria with stations or booths separating each of the activities, a school field, a nearby park, a community activity center, shopping center parking lot, neighbor's backyard, etc. Selecting the location will depend on the number of people who are expected to attend and the type of space that will best accommodate the overall theme of the event.

When will the event take place?

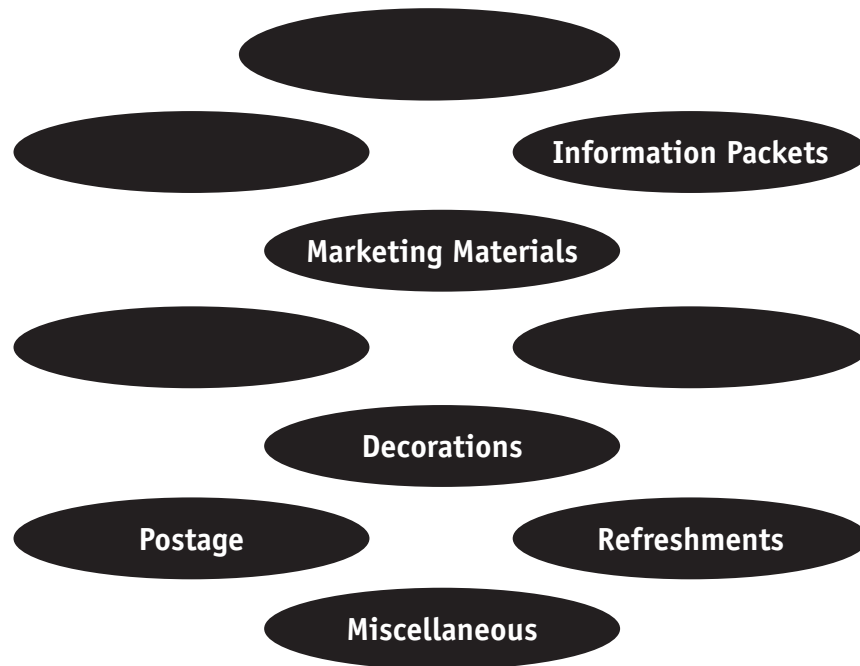
If the event is taking place at a school, it will most likely be held during school hours. A celebration week that is held at a school may include a different presenter on each day of the week, Monday through Thursday, with a culminating "celebration" on Friday. Or it may be a few hours for one day with several classes or grade levels. It could also be an all-day schoolwide event. A celebration taking place in the community with participants of all ages may be more effective if held on a weekend.

How much will the event cost and where can we get the money?

The amount of money required for your event will depend on a variety of factors. You may be receiving financial support and in-kind donations, which will help to cover costs related to the event. Foundations, businesses and individuals may be interested in contributing money to support a water conservation event. Be sure to set up a budget for the event and keep an accurate account of how the money is spent.



Potential expenses may include the following:



Whom should you seek for sponsors?

A simple event may not require any sponsors. However, it is important to realize that many businesses and organizations want to participate and support activities that encourage the protection of our environment and natural resources. It provides an excellent way for them to be involved with issues that affect all of us in our communities. So, why not invite them to participate? Be sure to tackle the issue of sponsorships early on so that you have the financial resources to put on the event.

Do you really need to organize a time line?

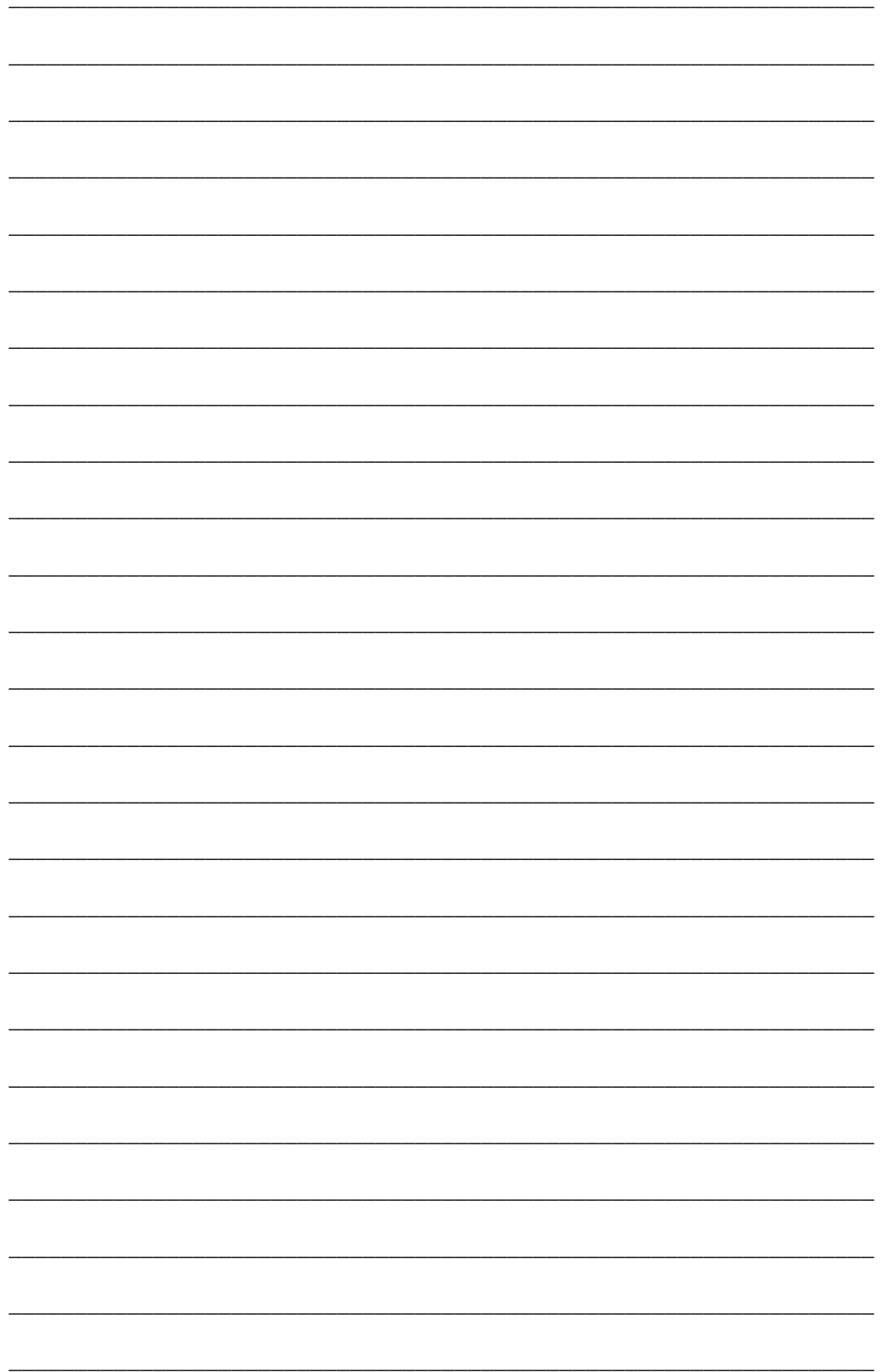
Yes! A time line will help you to stay on track. A simple event may require only a brief time line that spans a month or so, but a more elaborate event may take up to a year to adequately organize and plan. The first sample included at the end of this part is simple and will be a useful model for a small-scale event. The second sample was used at the *Celebrate! Water Conservation* event and is appropriate for a large-scale event with a lot of details. Your time line will most likely be much simpler than the one used in *Celebrate! Water Conservation*, but it will be useful for you to study it so you know which aspects of event planning may be necessary for your event.

Part 2

Launching Off

My Personal Notes

[illegible]



SAMPLE

Event Planning Time Line

Water

Conservation

Week

Jackson Elementary School

- 2 Months Before**
- Organize committee of teachers
 - Decide on theme and dates of event week
- 6 Weeks Before**
- Decide on presenters
 - Develop budget
 - Develop event promotion plan
 - Correspond with presenters
- 1 Month Before**
- Create event program
 - Create promotional fliers and materials
- 3 Weeks Before**
- Write event script
 - Inventory all supplies needed for event
 - Display promotional fliers and materials
- One Week Before**
- Inventory all supplies needed for event, order anything that is missing or additionally needed
 - Update and finalize responsibilities
 - Print event program
 - Complete pre-event week activities
 - Call presenters and other participating schools for reminders and any last-minute needs
- Event Week**
- One Week After**
- Send out evaluations
 - Send thank-you letters to presenters and staff
 - Schedule meeting with committee members to assess effectiveness and the success of the event

SAMPLE

Event Planning Time Line



One Year Before

- Read the manual
- Select a committee
- Select committee chair(s)

10 Months

- Establish expectations and ground rules
- Decide on event type and length
- Perform needs assessment

9 Months

- Decide focus (title)
- Brainstorm themes
- Decide approach
- Decide on a date
- Decide audience (what school and grade)

8 Months

- Select theme
- Develop a budget
- Secure funding
- Decide number of participants

6 Months

- Select an event site
- Select a rain site
- Reserve a site
- Decide on mode of transportation
- Reserve transportation
- Brainstorm entertainment

5 Months

- Decide on presentation method (booths, rotations)

- Decide on list of presenters to invite

16 Weeks

- Send invitations to selected schools
- Create your complete schedule (draft)
- Secure entertainment

15 Weeks

- Continue planning your schedule
- Brainstorm needed supply list

14 Weeks

- Create/complete schedule
- Map your facilities (and rain site)
- Determine remaining responsibilities
- Delegate remaining responsibilities
- Make a matrix of remaining responsibilities
- Create pre- and post-assessment for participants

13 Weeks

- Brainstorm advertising materials (brochure, fliers, etc.)

12 Weeks

- Send invitation, along with booth information sheet, to presenters
- Send letter to participating schools with update information (send pre- and post-assessment)
- Develop advertising materials

11 Weeks

- Begin to secure presenters
- Send out advertising materials and begin promotion of event

10 Weeks

- Continue to secure presenters
- Solicit in-kind donations
- Create layout of event setup (map)

9 Weeks

- Continue to secure presenters
- Develop registration materials
- Brainstorm food needs

8 Weeks

- Begin bi-weekly event planning meetings
- Secure final schedule of events
- Continue to secure presenters
- Send out registration materials
- Order food supplies
- Decide on table, chairs, tents and sound-system needs
- Solicit volunteers for event
- Secure in-kind gifts and awards
- Put event information on Web site

6 Weeks

- Continue to secure presenters
- Order all other event supplies
- Secure any mascots attending
- Begin production of all printed materials for event day (signs, banners)

4 Weeks

- Secure final list of presenters
- Secure volunteers
- Create a matrix of duties and who is responsible during event day
- Create a matrix of presenters
- Decide on number of participants in each rotating group
- Create rotation schedule
- Send confirmation letter to presenters with map and event schedule

- Begin pre-event activities with participating schools
- Send final letter to schools, providing maps and final schedule
- Create event program

3 Weeks

- Write event script
- Confirm schedule with event site

2 Weeks

- Send final update and reminder to schools
- Inventory all supplies needed for event, order anything that is missing or additionally needed
- Update and finalize event day responsibility matrix
- Create registration table materials
- Print event program
- Complete pre-event activities with schools

One Week

- Make participant bags
- Create participant, staff and presenter nametags
- Call presenters and schools for reminder and any last-minute needs

EVENT DAY

- Set up event tables, signage, chairs, tents and other last-minute details
- If you followed the event matrix, you shouldn't worry about forgetting an important step; however, unexpected issues may arise, so be flexible

One Week After

- Send out evaluations
- Send thank-you letters to participants, presenters and staff
- Schedule meeting with committee members to assess effectiveness and success of event

Part 3

Navigating the Waters



Now that you and your committee members have established that there will be a water celebration event, it is time to begin navigating the waters and charting the course of activities. This is an important phase in the planning and will require a lot of creative brainstorming among the members of your committee. You want to design an event that will be enjoyable and memorable for all the participants. With all this in mind, let's begin navigating...

How should I choose the activities?

If your festival is going to have several activities occurring simultaneously, you will want to include a variety of topics. There are many possibilities for the types of water-related activities that could be included at your festival. You are limited only by your own imagination! Based on the number of participants, be sure to have enough activities so that there is plenty for everyone to do and people don't have to wait too long to participate. It would be advisable to have a few extra activities in case you end up having more people than you originally planned. Regardless of how many activities are included in the event, the activities should be interesting and educational for all the participants.

Here are just a few examples of water-related activities you may want to consider for your event:

- Build an aquifer
- Put on a play about water
- Create a puppet show
- Share poems and songs about water
- Create a mural of water conservation messages
- Perform a dance about water
- Conduct experiments on water quality
- Create a watershed
- Design posters and bookmarks with important water messages
- Learn about the hydrologic cycle
- Create a water-usage checklist
- Learn how pollutants affect water resources

To help you decide which activities to include in your event, ask yourself the following questions. Your answers may help you determine whether or not an activity will be appropriate (and successful) for your unique event.

- Is the activity geared for the age of the audience?
- Is the activity appropriate for the developmental skills of the audience?
- Does the activity provide a hands-on experience?
- Is the activity a lecture? If so, will it hold the audience's attention?
- Will the audience need to prepare in advance for the activity?
- Does the activity provide real-life examples about the topic?
- Does the activity focus on the audience, creating something to encourage a long-lasting learning experience?
- Is the activity interesting?
- Is the activity fun?

How should I select the presenters?

Selecting a variety of interesting presenters for the event will require a lot of careful thought and patience. Some people may be extremely knowledgeable about topics related to water, but must also be able to present the information in a manner that is easy to understand by the intended audience. You should provide additional coaching and suggestions when necessary. Also, try to encourage presenters to interact a lot with the audience, particularly if young children are present. Hands-on experiences should also be suggested to presenters as an effective way to teach important concepts about water. Each presenter will most likely have a different style of interacting with children of different ages. By describing the characteristics of the audience that is expected to attend, presenters can gain a better understanding of how they want to construct their presentation so that it will be a rewarding experience for both the presenter and the audience.

Should I create a matrix of activities?

If you plan to have several activities occurring simultaneously, you will probably want to set up a matrix to keep track of all of them. The matrix can also be used for organizing groups of activities into sequences or tracks for moving people through the event. If the event consists of several different classes of students, each class may be identified as a track so that they can move from one activity to the next as a group. Creating some type of organizational structure for your event will be an effective way of controlling the crowds and managing the number of people participating in each of the activities.

What about volunteers?

The number of volunteers you will need to make sure everything runs smoothly will depend on the size and scope of your event. The best volunteers will be people who support water conservation and want to protect our natural resources. They will be particularly enthusiastic about sharing important water messages with the participants. For the event, the volunteers should be easy to identify in a crowd. They may wear special hats, T-shirts, buttons, etc., so that participants can find them easily when necessary. Remember, volunteers are very special people who want to be at the event. Here are a few ways volunteers can contribute to the success of an event:

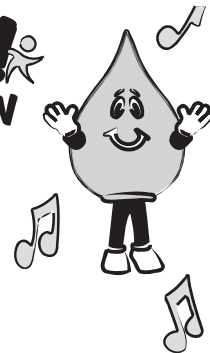
- Greeting people as they enter the event
- Serving snacks and beverages
- Assisting presenters at activities
- Managing the crowds
- Providing additional help to youngsters

What goes on the agenda?

You should create an agenda that provides a simple outline of what will happen and when it will happen during the course of the event. Use the agenda for *Celebrate! Water Conservation* below to give you some ideas about what your agenda may look like.

AGENDA

CELEBRATE! WATER CONSERVATION



9:30-10 a.m. Students arrive to musical entertainment

10-10:10 a.m. Welcome

10:10-11:45 a.m. Students visit five education stations and place their puzzle pieces into the giant puzzle

11:45-12:15 a.m. Lunch and entertainment by juggler, unicyclist, stilt walker, magician and mascots

12:15-1 p.m. Singing, awards ceremony, puzzle completion

SAMPLE

Water Conservation Week

Jackson Elementary School

The following agenda shows how a class of fourth-grade students celebrated water for an entire week.

AGENDA

Water Conservation Week

Jackson Elementary School



- | | |
|------------------|---|
| | Monday |
| | All About Water |
| 1:00 - 1:45 p.m. | Presentation by an expert from Southwest Florida Water Management District |
| 1:45 - 2:10 p.m. | Hands-on activity related to presentation |
| | Tuesday |
| | How Does Drinking Water Get to Our Homes? |
| 1:00 - 1:45 p.m. | Presentation by expert from the local water department |
| 1:45 - 2:10 p.m. | Hands-on activity related to presentation |
| | Wednesday |
| 1:00 - 1:45 p.m. | Presentation by water quality expert |
| 1:45 - 2:10 p.m. | Hands-on activity related to presentation |
| | Thursday |
| 1:00 - 1:45 p.m. | Presentation by water conservation expert |
| 1:45 - 2:10 p.m. | Students learn how to conduct a water audit in their homes |
| | Friday (Celebration) |
| | Sharing What We Learned About Water |
| 1:00 - 1:45 p.m. | Presentations by various students to another class that was invited to attend |
| 1:45 - 2:10 p.m. | Everyone learns a water song about water conservation |

How will others find out about the event?

There are many ways to promote the event. If it is a large event, you may want to provide a press release for local newspapers and radio stations. Posters could be displayed throughout the area. Signs at grocery stores, on community bulletin boards, at neighborhood parks, etc., are just a few places where you may want to publicize the event. Remember, if you want people to attend the event, make sure they know about it!

How about a map?

If you are going to have a speaker at a school auditorium, you probably won't need to prepare a map. But, if you plan to have several booths and activity areas filling a large indoor or outdoor area, you should design a map that indicates where everything is located and identifies the pattern of traffic moving through the area.

Anyone for snacks?

If you plan to serve refreshments, make sure you provide adequate space for serving them. Also, to avoid running out of any food or beverages, plan to have extras handy to accommodate more people than you may have originally expected. If your event is outdoors in warm weather, remember to provide lots of water.

How can we take roll?

If your event includes participants from different classes or grade levels at a school, it will probably be fairly easy to determine how many people attended. But if you have a large public event, how will you know how many people showed up? An easy way for tracking the attendance is to have only one entrance point for the event and keep a count of how many people enter. Since some people may want to leave and return later, you can avoid counting them twice if you identify entrants with temporary tattoos or stamps, paper wristbands, tickets, etc.

Do we really need to conduct a trial run?

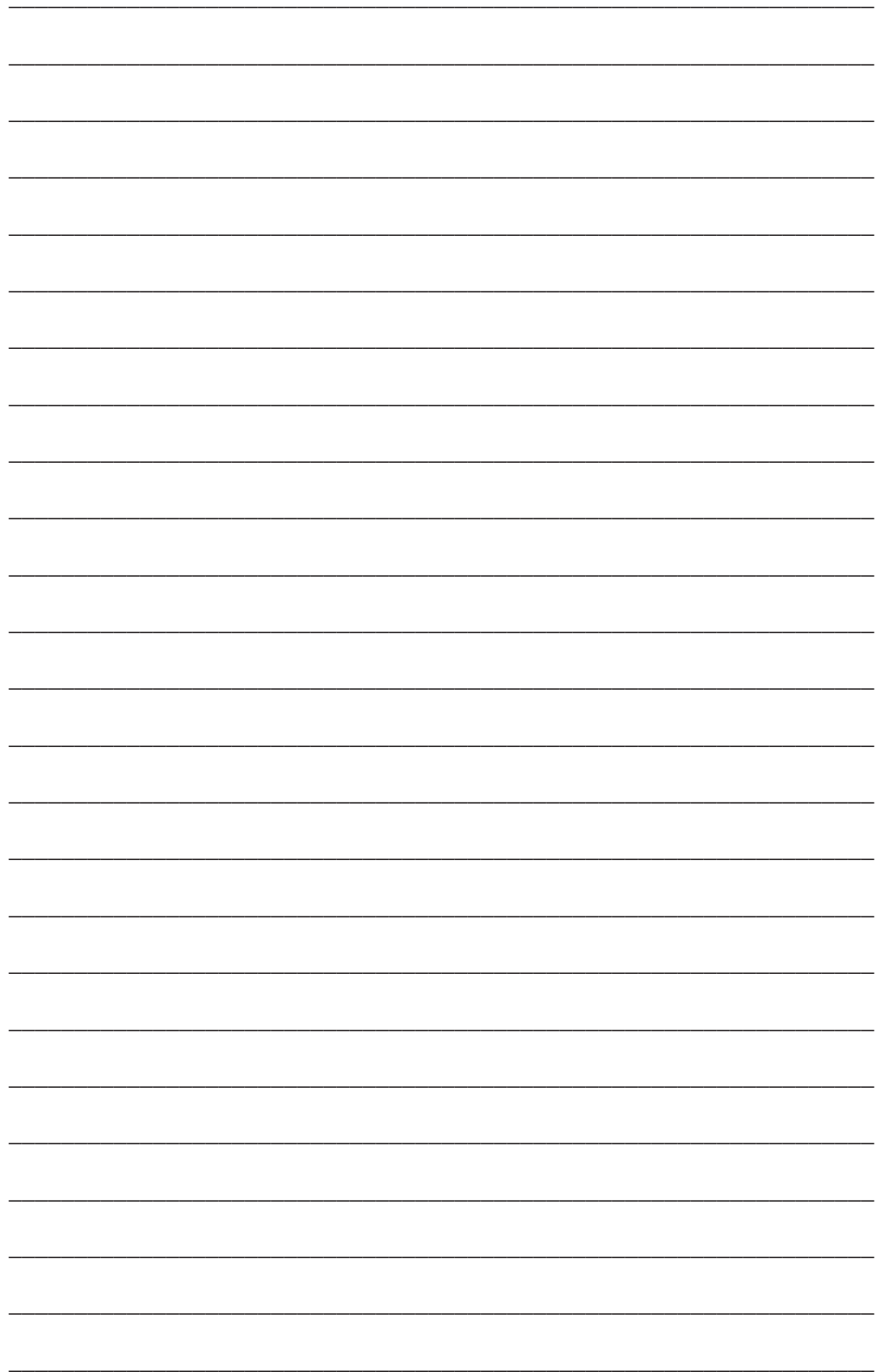
To ensure that the event runs smoothly, you will probably want to go through a trial run of what you think should occur from the time people are expected to arrive to the point at which they depart, or the event is over. The trial run is a time when you can catch last-minute details that you forgot about earlier. It will also provide volunteers with an opportunity to get a better sense of what is expected to happen throughout the event.

Part 3

Navigating the Waters

My Personal Notes

[illegible]





List of Booth Activities



Tampa-Hillsborough County Storytelling Festival

Hear water stories from a professional storyteller.

Pinellas County Utilities

“Water Waste Race” — Identify water-wasting activities and water-saving activities.

The Pier Aquarium

“Alternative Water Resources” — Learn other ways to reduce our drain on valuable water resources: Conservation is the key!

Suncoast Earth Force

“Design the Perfect Water Conservation Leader” — Students draw a water conservation leader.

Tampa Water Department

“Water Cycle Wristbands” — Learn about the water cycle by making a wristband.

Museum of Science and Industry

“Water-Wise Butterflies” — Learn how water conservation and butterfly gardening go hand-in-hand.

The Florida Aquarium

“See You Later, Gator?” — Live gator program that focuses on wetlands and the important role they play in the area’s water quality.

Audubon Resource Center at Lettuce Lake Park

“Aquatic Adaptions” — Learn about adaptions in aquatic plants and animals, and learn how you can do your part through water conservation.

Florida Yards and Neighborhoods

“Why is Water Important?” — Learn about forms of water available on Earth, the composition of the Earth and different ways water is wasted.

SAMPLE

List of Booth Activities, cont.



Clearwater Marine Aquarium

"Get in Touch With Water" — A wetlands/estuary habitat game with a touch tank.

Florida Ag in the Classroom

"Play It Again: A Water Fact Game" — Students participate in teams in a "Jeopardy-like" water facts game.

Hillsborough County Water Department

"Ribbiting about Water Conservation" — A water conservation trivia game featuring frogs.

CF Industries

"Re-Water-Cycling" — Learn about different ways to use reclaimed water and how to conserve water. Also, learn about the phosphate industry's role in water conservation.

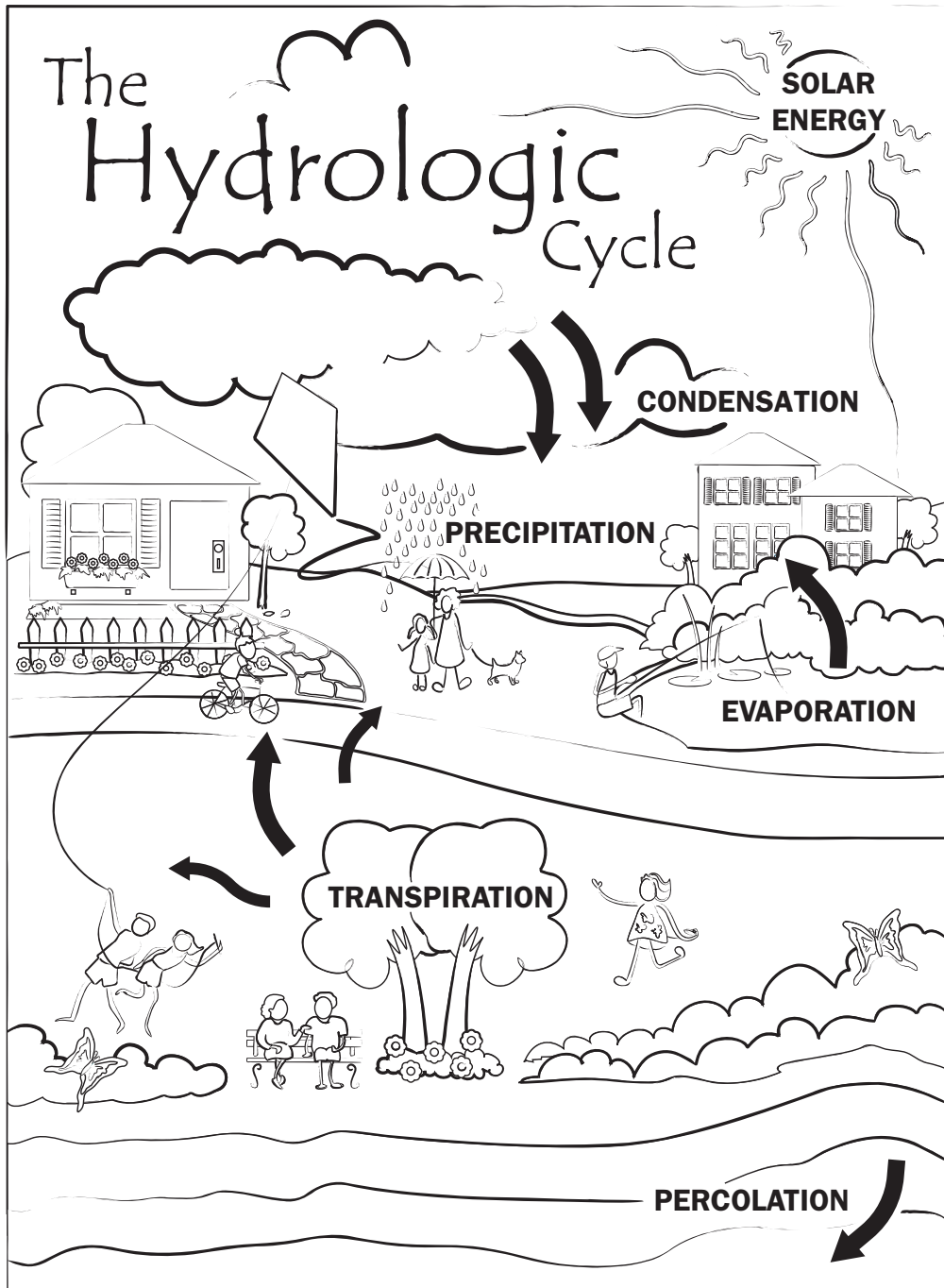
City of St. Pete Water Department

"Water Meter" — Learn about ways that water is used in our households and in our community. Investigate ways to conserve water.

Lowry Park Zoo

"Wetland Wonders" — Learn about all the wonders of a wetland!

The Hydrologic Cycle



Southwest Florida Water Management District
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Solar energy: energy provided by the sun for the never-ending water cycle.

Evaporation: vapor created when the sun heats water in lakes, streams, rivers or oceans.

Transpiration: vapor created when plants and trees give off moisture.

Condensation: tiny droplets of water formed when water vapor rises into the air and cools.

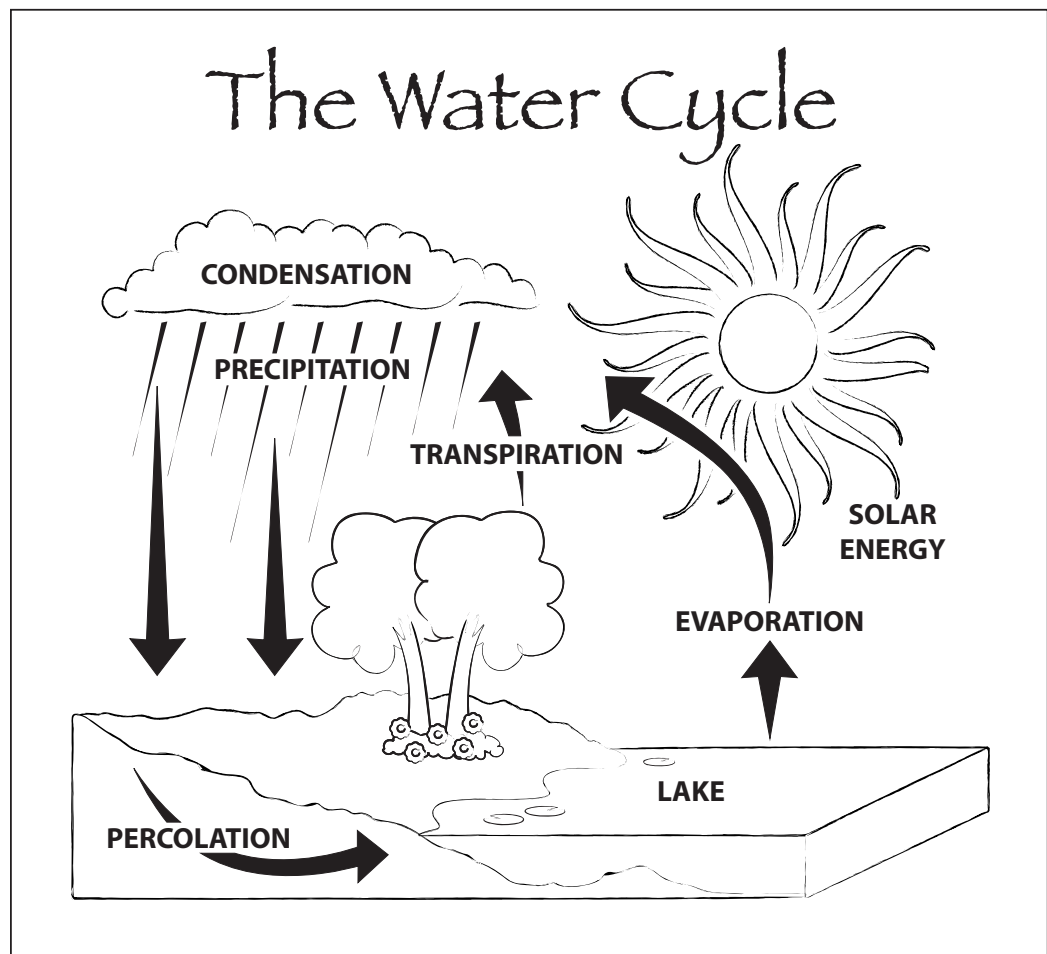
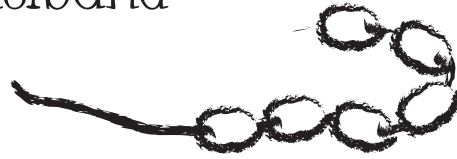
Precipitation: moisture released when clouds become heavy and form rain, snow and hail.

Percolation: movement of water through the ground.

The District does not discriminate upon the basis of any individual's disability status. Anyone requiring reasonable accommodation under the ADA should contact the Communications Department at (352) 796-7211 or 1-800-423-1476 (Florida only), extension 4757; TDD only 1-800-231-6103 (Florida only).

Making a Water Cycle Wristband

The water cycle is a never-ending process within our environment. The Earth's water supply continuously moves from the atmosphere to the Earth and back. Use the picture to see how water moves through our environment. Then try making your own water cycle wristband. Each of the beads will represent a different part of the cycle. It's fun!



Materials:

- One bead of each of the following colors: yellow, clear, green, white, blue and brown
- Piece of string a few inches bigger than your wrist

Instructions:

1. Thread the different-colored beads on the string in any order.
2. Place the string around your wrist and tie it.
3. Cut off the extra string.
4. Rotate the beads around your wrist and describe what is happening in the water cycle.

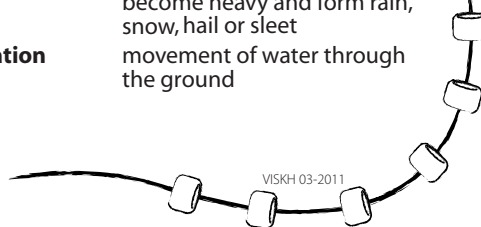
Water Cycle Wristband

All of the earth's water is part of an endless cycle called the *water cycle*. Through this cycle, nature cleans and moves water from the ocean to the air to the land and back again.

Directions:

1. Thread the different-colored beads on the string in any order.
2. Place the string around your wrist and tie it.
3. By rotating the beads around your wrist, you have created a water cycle.

COLOR	REPRESENTS	DESCRIPTION
YELLOW	solar energy	energy provided by the sun in the form of heat and light that powers the never-ending water cycle
CLEAR	evaporation	vapor created when the sun heats water in lakes, streams, rivers, oceans, etc.
GREEN	transpiration	vapor created when plants and trees give off moisture
WHITE	condensation	tiny droplets of water formed when water vapor rises into the air and cools
BLUE	precipitation	moisture released when clouds become heavy and form rain, snow, hail or sleet
BROWN	percolation	movement of water through the ground



Save Water at Home — It can be fun!

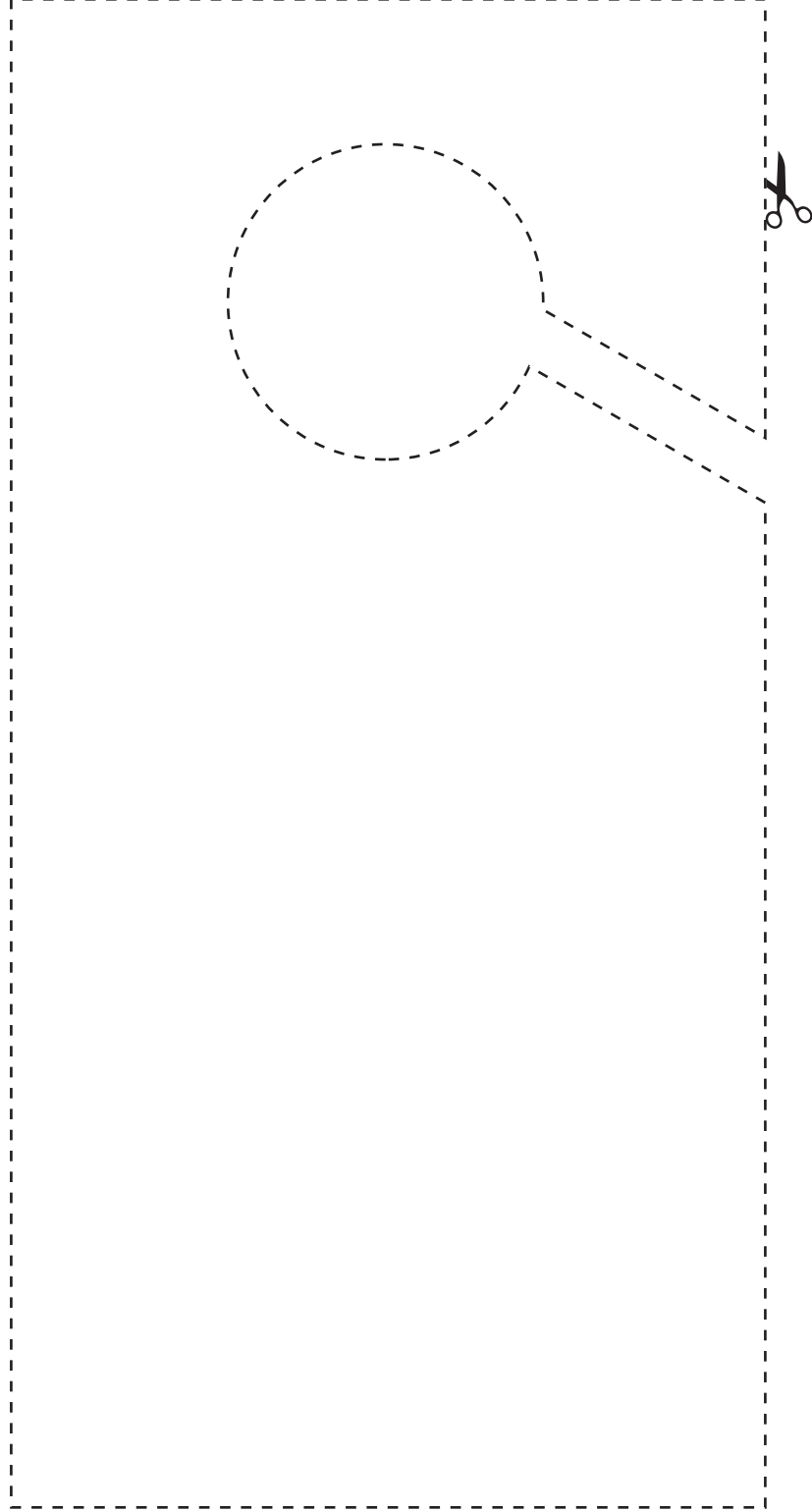
Try to encourage your family to save water at home. Take a tour of your home and visit each area listed below. Describe how water is used. Then describe how it could be saved. As a reminder to save water, make a doorknob sign and write a message on it. Hang the sign near an area where you plan to save water!

Home Area	How Water is Used Now	How Water Can be Saved
Kitchen		
Bathroom		
Garage		
Laundry		
Living Room		
Bedroom		
Outdoors		

Water Conservation Doorknob Sign

Directions:

1. Cut a rectangle 4 inches wide and 8 inches long. Cut a hole near the top for hanging.
Use the illustration below to help you.
2. Create a water message. Examples: Don't waste water. Run full load of dishes only. Save our water.
3. Color and decorate the sign. Hang it where people will see it!



SAMPLE

Matrix of Activities



April 11, 2002

Track A	Track B	Track C
The Pier Aquarium "Exploring Alternative Water Sources" A1	Tampa Water Department "Water Cycle Wristbands" B1	Florida Ag in the Classroom "Play it Again: A Water Fact Game" C1
MOSI "Water-Wise Butterflies" A2	Suncoast Earth Force "The Perfect Water Conservation Leader" B2	The Florida Aquarium "See you later, Gator?" C2
Hillsborough Co. Water Dept. "Ribbiting About Water Conservation" A3	Audubon Resource Center "Aquatic Adaptions" B3	Pinellas Co. Utilities "Water Waste Race" C3
Pinellas Co. Coop. Ext. Service "Why is Water Important?" A4	CF Industries "Re-Water-Cycling" B4	Lowry Park Zoo "Wetland Wonders" C4
Tampa/Hillsborough Co. Storytelling Festival "Waterful Stories" A5	Clearwater Marine Aquarium "Get In Touch With Water" B5	City of St. Petersburg Water Department "Water Meter" C5
Puzzle A6	Puzzle B6	Puzzle C6

SAMPLE

Matrix of Activities



April 11, 2002 — Track A - Yellow

Group	Rotation 1	Rotation 2	Rotation 3	Rotation 4	Rotation 5	Rotation 6
Schwarz. 1	The Pier Aquarium A1	MOSI A2	Hills. Co. Water A3	Pinellas Co. Coop. Ext. Serv. A4	Hills./Tpa. Storytelling A5	Puzzle A6
Schwarz. 2	Puzzle A6	The Pier Aquarium A1	MOSI A2	Hills. Co. Water A3	Pinellas Co. Coop. Ext. Serv. A4	Hills./Tpa. Storytelling A5
Schwarz. 3	Hills./Tpa. Storytelling A5	Puzzle A6	The Pier Aquarium A1	MOSI A2	Hills. Co. Water A3	Pinellas Co. Coop. Ext. Serv. A4
Schwarz. 4	The Pier Aquarium A4	Hills./Tpa. Storytelling A5	Puzzle A6	The Pier Aquarium A1	MOSI A2	Hills. Co. Water A3
Schwarz. 5	Hills. Co. Water A3	Pinellas Co. Coop. Ext. Serv. A4	Hills./Tpa. Storytelling A5	Puzzle A6	The Pier Aquarium A1	MOSI A2
Schwarz. 6	MOSI A2	Hills. Co. Water A3	Pinellas Co. Coop. Ext. Serv. A4	Hills./Tpa. Storytelling A5	Puzzle A6	The Pier Aquarium A1

SAMPLE

Volunteer Memo



Date

MEMORANDUM

TO: *Celebrate! Water Conservation Event Volunteers*

FROM: Project Manager

SUBJECT: *Celebrate! Water Conservation Event*

Thank you for volunteering for the *Celebrate! Water Conservation Event* to be held on *Insert Date* at *Insert Location*. We are all getting very excited about the event as the day approaches.

I am attaching a list of volunteers and assignments for the event, as well as some other information that you will find helpful. Please be aware that some changes to the assignment list may be necessary as the event approaches.

I included approximate times on the attachment. Please be at the *Insert Location* in plenty of time to report for your assignment. If you wish to arrive early, there will be a brief orientation at *Insert Time*. In case of rain, we will hold the event *Insert Rain Site*.

Lunch will be provided and water will be available all day. We advise you to wear a hat and sunscreen, as most of the assignments require being on the field all morning. *Insert Name* can also provide directions to *Location*, if you need them.

If you have a scheduling conflict or questions about the event, please contact me by telephone at *Insert Phone Number*, or by e-mail at *Insert E-mail*. If you know someone who still wishes to be included on the volunteer list, please forward that information to me as well. I look forward to seeing you that day!

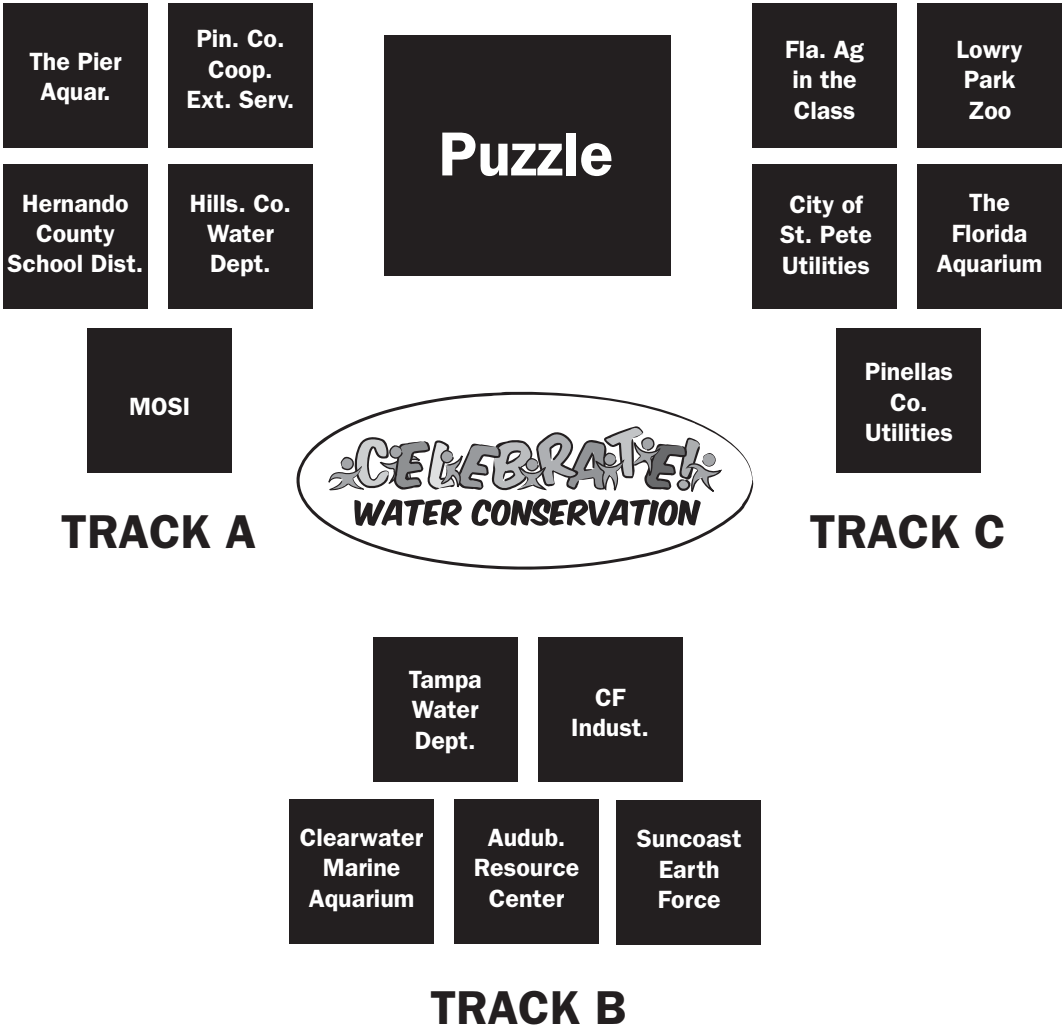
Attachments

SAMPLE

Sample Map



Raymond James Stadium — April 11, 2002



Part 4

Enjoying the Cruise



You have finally made it through all the twists and turns of planning the event and you feel everyone is ready for the real event to happen. The last-minute details have been addressed and people will begin to arrive shortly. You have talked to all the committee members, volunteers and presenters. They are excited about making the event a big success and one that runs smoothly. So, now it is time for everyone to take a deep breath and begin enjoying the cruise!

How will the participants know where to go?

Display signs at all the obvious places so that people will know where to go when they arrive. Signs should be placed to mark each of the entrances, exits, displays and activities. Ample parking space should be provided for the number of cars expected at the event. Remember to reserve parking spaces for dignitaries and members of the media who may be attending the event.

What happens when the people arrive?

If people need to register for your event, volunteers can help people at registration tables. Programs can be distributed as people arrive. This is also a point at which volunteers can greet people and welcome them to the event. The greeters should be very enthusiastic and help create a festive atmosphere!

How should I monitor the events?

Be sure to monitor the activities occurring at the event by checking in on the presenters and volunteers. Make sure they have everything they need and that the activities are running smoothly. Try to assist them immediately with any problems they may encounter.

Where can people get additional information or first aid?

People are always looking for more information about topics related to water resources. In addition, you never know when an emergency might occur. You will want to have a designated area for information and be able to deal with any issues that may arise.

How can we capture the moments?

Although a lot may be occurring simultaneously during the course of the event, try to have a few photographers browsing around with their cameras. Photographs will provide you with a great record of the interesting moments that took place. You may also want to have a reporter interviewing participants about their experiences. Take lots of pictures or video clips. You'll be glad you did!

Who are those funny characters walking around?

Mascots are always fun to have at an event. They can be dressed up in all kinds of amusing costumes. At the same time, they can provide important messages about water to participants. You may want to invite one of the familiar mascots from the area or create a few of your own!

Is it time to go already?

It is surprising how the time will go by when everyone is enjoying themselves so much! As people exit the event, have a few volunteers there to thank people for attending the event. As people leave, they will often share their comments and suggestions. This is a good time to get an early indication about the success of the event. You may also want to provide goodie bags that contain materials that support the water conservation theme. Some examples can include:

For students:

- Workbooks
- Water-related games and toys

For adults:

- Low-flow showerheads
- Faucet aerators
- Leak detection dye tablets
- Rain gauges

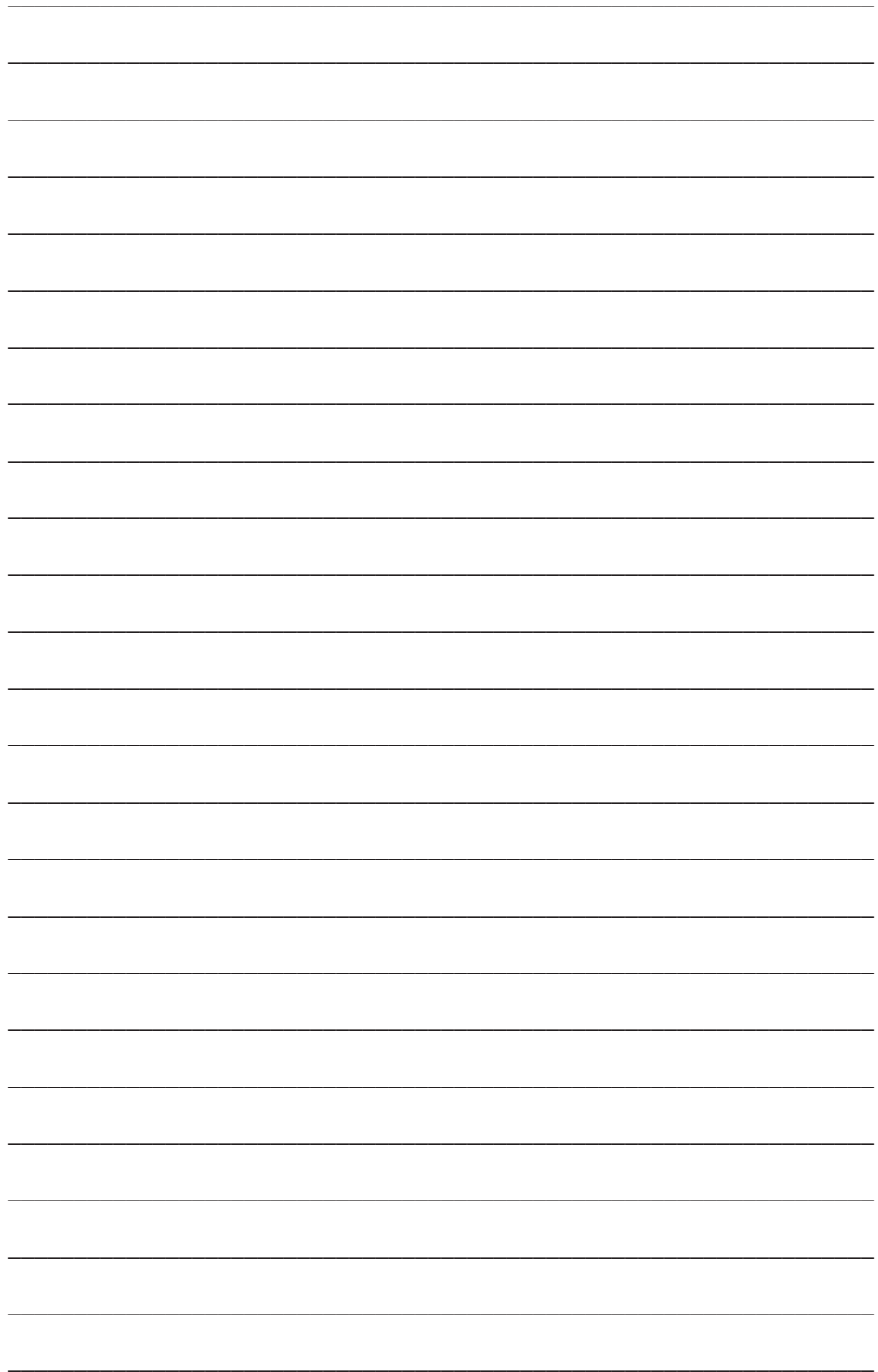
Goodie bags provide great promotion for event sponsors and they provide long-term education for the participants.

Part 4

Enjoying the Cruise

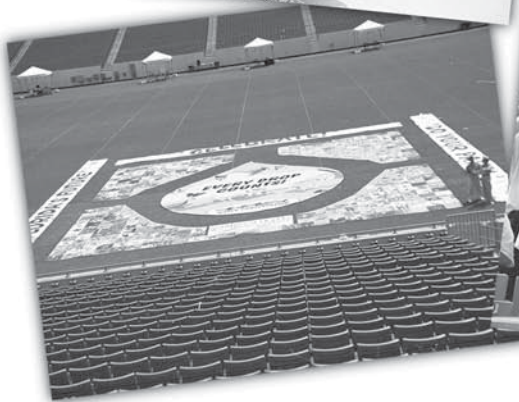
My Personal Notes

[illegible]



SAMPLE

Pictures from



Part 5

Disembarking



The “cruising” of the actual event may be over, but there are still a few more things to do as we disembark. At the end of any cruise, it is important to know if the passengers had a good time. In the case of our water celebration event, it is called an evaluation. You will want to know what the participants learned about water, or if they became more aware about issues related to our water resources, discovered new ways to conserve water indoors and outdoors, enjoyed themselves at the activities, etc. This may also be a time when you want to suggest ways of extending the event through the use of contests or related workshops. Of course, no journey is complete without thanking all of those people who made it possible!

Was the event a success?

There are many ways to determine whether or not the event was a success. In a school environment, pre- and posttests are frequently used to measure how much students learned by participating at a water celebration event. Florida’s Sunshine State Standards can also be used for correlating the content of activities to educational standards and benchmarks. Feedback from surveys can help determine the degree to which the goals of the event were reached. Reviewing all of the information collected from tests and surveys will provide you with a general overview about how well the event was received by the participants.

What else can happen?

There are many ways to extend the water celebration event. You may decide to have a contest related to the event. There may be a workshop scheduled nearby that provides more in-depth study of one of the topics that was included at the event. A list of suggested activities could be distributed at the end of the event. Students often enjoy making posters, bookmarks, models and other things that use information they learned from their participation in the event. Call the Southwest Florida Water Management District to schedule a free water resources workshop for your school or organization.

How can I thank everyone?

Don't forget to thank everyone! The members of the committee, volunteers, sponsors and just about anyone who had something to do with the event should receive some acknowledgment for their time and effort. A simple thank-you letter may be all that is required. Or, if it was a big event, you may want to have a congratulatory lunch or party, which could also provide time for group reflection. You may be surprised at how many people will want to begin organizing for the next water celebration event!

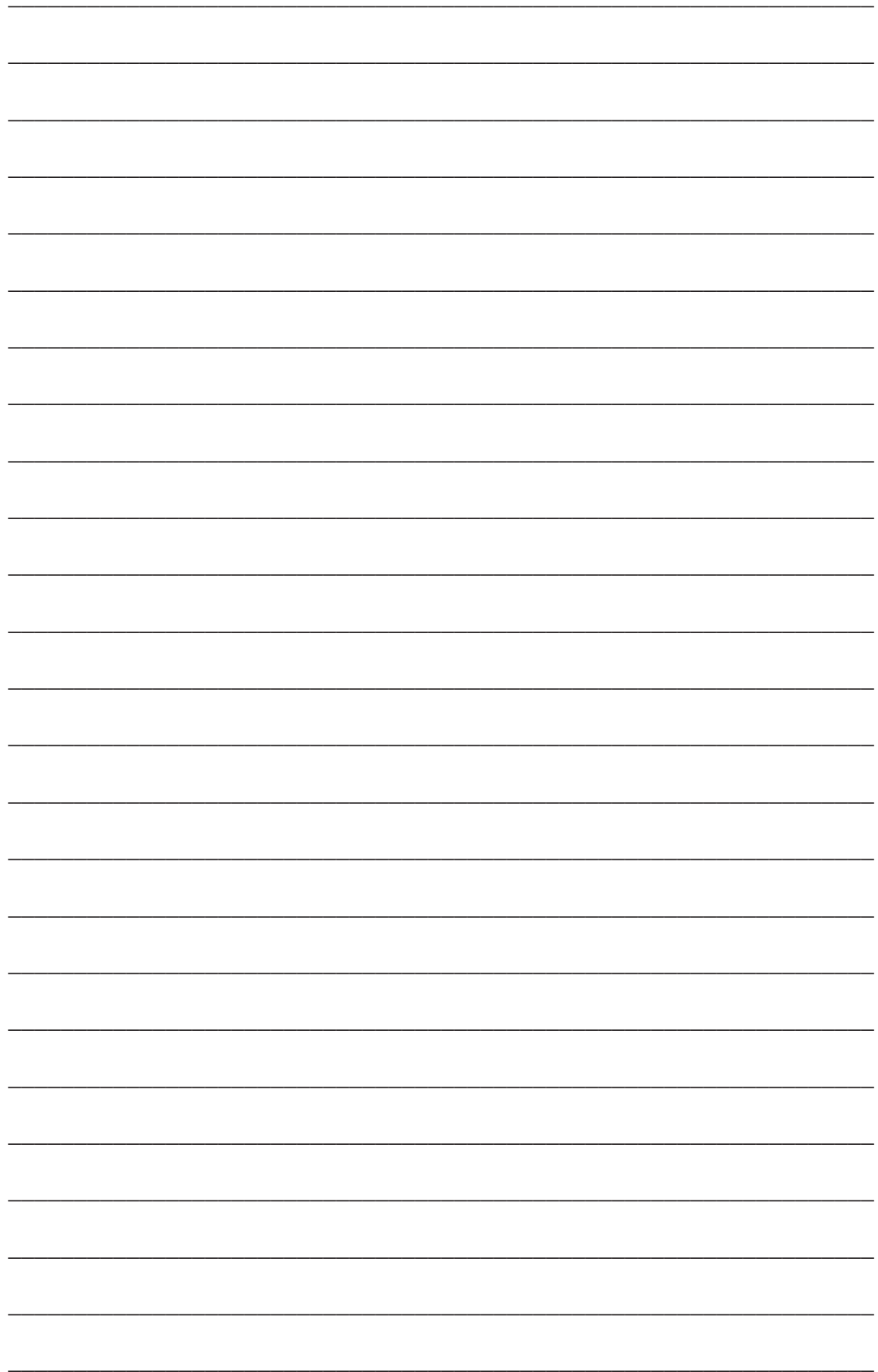
Part 5

Disembarking



My Personal Notes

[illegible]



SAMPLE

Pre-/Post-Assessment



Read each question and circle your answer.

1. Which is not a way to conserve water?
 - A. Watering lawns during the early morning hours.
 - B. Taking shorter showers.
 - C. Leaving the faucet running while brushing teeth.
 - D. Installing water-saving fixtures on faucets and toilet tanks.
2. Why should people conserve water?
 - A. Because animals need water to survive.
 - B. Because humans need water to survive.
 - C. Because plants need water to survive.
 - D. All of the above.
3. List five different ways water is used in Florida:
 - A. _____
 - B. _____
 - C. _____
 - D. _____
 - E. _____
4. List five different ways that you can personally conserve water in your home or at your school:
 - A. _____
 - B. _____
 - C. _____
 - D. _____
 - E. _____

5. As a student, how can you get involved in protecting our water resources?
- A. Talk to your family members and friends about ways to save water.
 - B. Develop a water conservation campaign at your school.
 - C. Practice water conservation habits.
 - D. All of the above.

6. List some people that you could teach about water conservation.

A. _____

B. _____

C. _____

7. Match the following words with their definitions.

_____ Drought	A. careful use of a resource; limiting waste
_____ Xeriscape	B. water beneath the Earth's surface
_____ Aquifer	C. the endless cycle of water moving through the environment
_____ Hydrologic Cycle	D. a period of time during which precipitation is much lower than the average amount of precipitation for that time of year at that particular place
_____ Ground Water	E. a sponge-like underground layer of limestone or rocks that can hold and release water
_____ H ₂ O	F. scientific formula for water
_____ Conservation	G. a water-conserving way of landscaping

Determine whether each statement is true or false. Circle your answer.

8. If you turn the faucet off while you are brushing your teeth and if you take shorter showers, you can save many gallons of water every day.
- True False
9. Less than one percent of the world's water is available for human consumption.
- True False
10. There is only half as much water on the Earth now as there was 1,000 years ago.
- True False

SAMPLE

Pre-/Post-Assessment Answer Key



Answer Key and Correlation to the Sunshine State Standards in Science

Read each question and circle your answer.

1. Which is not a way to conserve water? **(SC.D.2.2, SC.H.3.2) Answer: C**

- A. Watering lawns during the early morning hours.
- B. Taking shorter showers.
- C. Leaving the faucet running while brushing teeth.**
- D. Installing water-saving fixtures on faucets and toilet tanks.

2. Why should people conserve water? **(SC.D.2.2) Answer: D**

- A. Because animals need water to survive.
- B. Because humans need water to survive.
- C. Because plants need water to survive.
- D. All of the above.**

3. List five different ways water is used in Florida: **(SC.D.1.2)**

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____

4. List five different ways that you can personally conserve water in your home or at your school: **(SC.D.2.2, SC.D.3.2)**

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____

5. As a student, how can you get involved in protecting our water resources?

(SC.D.2.2) Answer: D

A. Talk to your family members and friends about ways to save water.

B. Develop a water conservation campaign at your school.

C. Practice water conservation habits.

D. All of the above.

6. List some people that you could teach about water conservation. **(SC.D.2.2)**

A. _____

B. _____

C. _____

7. Match the following words with their definitions.

 D Drought

A. careful use of a resource; limiting waste

 G Xeriscape

B. water beneath the Earth's surface

 E Aquifer

C. the endless cycle of water moving through the environment

 C Hydrologic Cycle

D. a period of time during which precipitation is much lower than the average amount of precipitation for that time of year at that particular place

 B Ground Water

E. a sponge-like underground layer of limestone or rocks that can hold and release water

 F H₂O

F. scientific formula for water

 A Conservation

G. a water-conserving way of landscaping

Determine whether each statement is true or false. Circle your answer.
(SC.D.1.2, SC.D.2.2)

8. If you turn the faucet off while you are brushing your teeth and if you take shorter showers, you can save many gallons of water every day. **Answer: True**

True **False**

9. Less than one percent of the world's water is available for human consumption. **Answer: True**

True **False**

10. There is only half as much water on the Earth now as there was 1,000 years ago. **Answer: False**

True **False**

SAMPLE

Student Evaluation Thank You for Participating



1. Did you enjoy attending the ***Celebrate! Water Conservation*** event? Tell us why.

2. What part of the ***Celebrate! Water Conservation*** event did you like best?

3. What station did you like best at the ***Celebrate! Water Conservation*** event?

4. List one or more important facts you learned about water conservation at the celebration:

5. What other water topics would you like to learn about?

SAMPLE

Participating Organization Evaluation Form



Thank you for participating in *Celebrate!* Water Conservation. Please take a few minutes to complete this form so that we can continue to improve our events.

Please evaluate numbers 1–5 using the following scale:

SD = Strongly Disagree, D = Disagree, A = Agree, SA = Strongly Agree.

Circle the response that most closely represents your opinion.

1. *Celebrate!* Water Conservation was a worthwhile event for my organization to participate in this year.

SD D A SA

2. I would participate in a celebration like this again.

SD D A SA

3. The District provided enough information prior to the event for my organization's booth preparation.

SD D A SA

4. The month of April is a good date for the event.

SD D A SA

(If you disagree or strongly disagree, please suggest a better date:
_____)

5. The hours of 10 a.m. to 1 p.m. are a good time frame for the event.

SD D A SA

6. I received adequate assistance from District staff the day of the event.

SD D A SA

Please use the back of this form or additional sheets to suggest improvements or to list any other comments.

Thank you!

SAMPLE

Group Leader Event Agenda



Location: Raymond James Stadium in Tampa

Audience: 300 4th graders, Schwarzkopf Elementary (Hillsborough) and Northwest Elementary (Pinellas)

Purpose: Raise awareness of the importance of water conservation and water conservation education

Message: Each of us has a part in saving water. We need to work together to conserve Florida's water resources.

Wear your Celebrate! Water Conservation T-shirt the day of the event.

8:30 Orientation meeting to go over the event activities and schedule. You will be given your group number, station matrix and rotation schedule.

9:30-10:00 Participants arrive. Staff and volunteers will be there to greet buses. The students will be welcomed and given instructions on grouping outside of the buses. The students will then be escorted off buses and introduced to their group leaders. Group leaders will escort the students through Gate D and then through the tunnel in Gate D. Continue onto the stadium field and up the stairs to the west bleachers for welcoming remarks. Orientation of the day is given to the students.

10:00-10:10 Welcoming remarks. (Encourage your group to cheer at appropriate times.)

10:10-11:45 Escort students back down the stairs to the stadium field. Take your group to your assigned track, begin at your scheduled starting booth and go through rotation schedule. There are 15 minutes for each activity. The first station may be slightly shorter than the others. The band

will play music to signal students to rotate to the next booth. Escort your group to the next booth as quickly as possible, there is only a 30-second time frame between activities. The booths are close together, so this should be easily facilitated. Water is available for each track.

Rotation Schedule

10:10-10:25	Rotation 1
10:25-10:40	Rotation 2
10:40-10:55	Rotation 3
10:55-11:10	Rotation 4
11:10-11:25	Rotation 5
11:25-11:40	Rotation 6

As soon as your group has completed the rotation schedule, escort them to lunch.

11:45-12:15

Lunch. Quickly escort the students through the puzzle back towards Gate D. Take the students up the stairs to the south end zone of the stadium. Lunch is being served up the stairs in the south end zone. The students will sit and eat their lunch on the red picnic tables. This might also be a good time to see if any students need a bathroom break. At 12:15, take the students to dispose of their lunch and escort them to the west bleachers again for the unveiling of the puzzle and closing ceremonies.

12:25-1:00

Closing ceremonies. (Encourage your group to cheer at appropriate times.)

1:00

Students are dismissed to their buses. Escort the students down the stairs to the stadium field and back out through Gate D. Students should be taken to the buses on which they first arrived. Committee members hand out goodie bags and thank people for coming. Booths and exhibits begin to break down.

If there are any students who need to use the restroom at any point during the event, restrooms are located in the south end zone of the stadium. A chaperone will need to escort students. There will be volunteers at the stairs to direct the students to the bathrooms.

SAMPLE

Thank-you Letter for Participating Organizations



Dear _____ :

Thank you for participating in the Southwest Florida Water Management District's *Celebrate!* Water Conservation event on April 11, 2002. The students and teachers received valuable information about water conservation because of your interactive activities. We appreciate the time and effort you put into your presentations. Education was the key objective of the event, and your participation helped achieve that goal.

Please take time to complete the evaluation that is included with this letter. We appreciate any feedback so that we can improve the quality of our events.

We look forward to working with you. Thank you again for your support of water resources education.

Sincerely,

Rebecca Bray
In-School Education Coordinator
Communications Department
Southwest Florida Water Management District

Helpful Web Resources for Water Celebrations

Southwest Florida Water Management District

www.WaterMatters.org

Educating Young People About Water

www.uwex.edu/erc/ey paw/

Environmental Protection Agency

www.epa.gov/surf/states/fl

The Groundwater Foundation

www.groundwater.org/KidsCorner/festival.htm

Big Sioux Water Festival

www.brookings.com/bswf

Iowa Children's Water Festival

<http://icwf.cfu.net/>

Grey Bruce Clean Water Festival

www.waterfestival.ca/home.html

Peel Children's Water Festival

www.peel-waterfestival.ca

Water Environment Federation

www.wef.org/wefstudents

Give Water a Hand

www.uwex.edu/erc

Water Wiser

www.waterwiser.org

Learning to be Water Wise and Energy Efficient

www.getwise.org

Potential Cooperators for Water Celebrations

Local Utility Organizations

Cooperative Extension Service Representatives

Local Museums and Aquariums

Florida Marine Research Institute

Local Florida Wildlife Commission Representatives

Local Department of Environmental Protection Offices

Local Universities and Community Colleges

Local Business Partners

Non-Profit Environmental Groups
(Audubon, Sierra, National Estuary Programs)

Local Student Environmental Action Groups