

# WEF Federal Advocacy TOOLKIT

## MEET WEF'S NEW WATER ADVOCACY TOOLKIT,

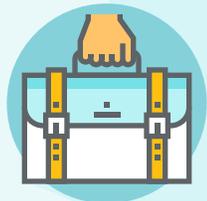
where you can get all the information you need to advocate for the water issues that are important to you!



**WHAT**  
and Why



**WHEN, WHERE**  
and How



What to  
**BRING AND SAY**



**WANT  
MORE?**

# WEF Federal Advocacy TOOLKIT

**Returning clean water into the environment and producing safe drinking water does not happen by chance.** It is a focused effort provided by dedicated professionals who do their job outside the purview of the general public.



## What is advocacy anyway and Why should YOU advocate for water now?

### > Water advocacy is:

*Informing **elected officials and policy makers of what we professionals inherently know**, we produce clean, safe water and we need certain resources, legislation, and funding to do this.*

*Sharing **your passion about** the importance of access to clean, safe drinking water and sanitation.*

*Letting the general public, from school age to adult; know the importance of our day-to-day dedication and the need of their support to continue that effort.*

### > Why advocate:

*Because **YOU** are the expert when it comes to understanding water issues.*

*Support for our profession is something that will come through continued advocacy by you, our members. Your efforts, big or small can make that happen.*

*If not **YOU**, then **WHO?**!*



## When, Where and How?

### > What are you waiting for?! You can start right now:

*Sign up as an advocate on the Water Advocates webpage*

*Take part in the active **Calls to Action** by entering your address to identify your representatives and emailing them this message: **Investing in our most valuable resource: Water** - which has been drafted by WEF!*

*Share within your MAs and energize others within your MAs to communicate and act on local, regional, and state initiatives*

### > More of a face-to-face person?

*Set up an in-person meeting with your representatives. Find your Representatives here*

*Join forces with like-minded professionals to advocate on a national level at the Water Week Policy Fly In*

### > Spread the word to friends, family and colleagues by posting to social media:

*Social Media Graphics | thevalueofwater*

### > Get Loud for Water Week!

*It's the last week of April of year (<https://www.wef.org/advocacy/water-week>)*



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## What should I bring with me? What should I say?

- › Check out the [Value of Water Message Deck](#) for a simple and powerful message:

*Water is essential.*

*Water resources and infrastructure are at risk which puts the nation at risk.*

*Investment in water must be a top priority to ensure clean, safe water so that all communities can thrive.*

- › A picture is worth a thousand words, infographics are worth even more!

### The United States of Water

[South](#)

[Northeast](#)

[West](#)

[Canada](#)

[Midwest](#)

[The Economic Benefit of Investing in Water \(The Value of Water Campaign\)](#)

[Social Media Graphics: The Value of Water](#)



## Want more?

- › [Join WEF's Government Affairs Committee](#)

- › [Check out NEWEA's excellent Advocacy Toolkit!](#)

- › [ASCE's Wastewater Infrastructure Report Card](#)

- › [ASCE's Stormwater Infrastructure Report Card](#)

- › [WEF's 2020 MS4 Needs Assessment Survey](#)

- › [WEF's Policy and Position Statements](#)

[Climate Change](#)

[Stormwater](#)

[Water Infrastructure Funding](#)

[PFAS](#)

[Water Reuse](#)

[Biosolids](#)

[Contaminants of Emerging Concern \(CEC\)](#)

[Wastewater Effects of Removing Lead from Drinking Water](#)