



NAME: _____ DATE: _____ CLASS: _____

How to Save Water Awareness Campaign

Instructions

Part 1: Brainstorm Ideas

Your task is to work with your group to create a highly effective awareness campaign to educate your school community about the virtues of direct and virtual water conservation. Your group will focus on one aspect of water conservation. Begin by brainstorming all the ideas that come to you. You can go back later and cross off the ideas you don't like and star the ones you do. For now, just list as many ideas as possible without judgment. Record your ideas below and on the back of this sheet as necessary.

Water conservation topic: _____

Idea	Direct	Virtual

Now go through your list and check whether each strategy is an example of direct or virtual water conservation. If you have more of one type than the other, add new strategies of the other type to create a balanced list.



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How to Save Water Awareness Campaign, continued

Part 2: Learn More

Go to <https://www.watercalculator.org/intro/>, scroll down to your category, and click on the headings to learn more. Expand, revise, and/or edit your list on the previous page as you learn more. You can also record ideas and notes in the space that follows.

Part 3: Share It!

Summarize what you've learned by creating your own colorful, engaging poster that you can share with the class and even beyond. Before you start, use this space to brainstorm key ideas you want to include on the poster. You might want to use the reverse of this paper or a separate sheet of paper to sketch some initial ideas.