



# CAMPAIGN SUMMARY

*Fix a Leak Week is not only WaterSense's biggest water event of the year, it's the time of year to learn how to take action on the more than 1 trillion gallons of water wasted each year in American homes. The action-packed week of March 19 through 25, 2018, featured several events including festivals, races, contests, giveaways, expos, and workshops hosted by WaterSense partners across the nation and Canada.*

## SOCIAL MEDIA

WaterSense kicked off Fix a Leak Week with the first ever Fix a Leak Week Twitter relay on March 19, 2018. The relay consisted of six teams: Team Arizona, Team California, Team Florida, Team Georgia, Team Manufacturers & Allies, and Team Texas. Each team took turns sharing information on finding and fixing leaks and their own Fix a Leak Week activities. During the one-hour event, there were:

- 826 contributors
- 1,125 total tweets
- A reach of 2.6 million unique Twitter accounts
- And 5.9 million impressions

Not only did our partners tweet more than 5,000 times during the week, but we saw nearly 250 Instagram posts including event photos, memes, and short informational videos from 119 unique accounts. These posts achieved a reach of 146,000 and 214,000 impressions.

## RACES AND CONTESTS

WaterSense partners chased down leaks by holding 5-kilometer (5k) races and contests in their communities.

- The City of Charlottesville in Virginia held its annual Fix a Leak Week Family 5k, where participants chased a literal running toilet and learned how to fix leaks at home.



*Partner Event Map located on the WaterSense Facebook page.*

- The City of Concord in New Hampshire invited residents to participate in a social media contest. Residents shared how they found and fixed leaks for a chance to win a WaterSense labeled toilet.
- The City of Fort Worth Water Department hosted the Chasing Leaks 5k. The event began with the free children's 1k fun run, followed by the 5k run. Attendees were invited to listen to music, visit booths, and play games.
- The City of Hays in Kansas celebrated Fix a Leak Week with a variety of activities. Residents answered water conservation trivia on three local radio stations for a chance to win prizes. The city provided 489 local elementary school students with toilet leak detection dye tablets to encourage them to become leak detectives.
- The Metropolitan North Georgia Water Planning District in Georgia hosted the Water Drop Dash 5k race and Kids Fun Run.

## WORKSHOPS

Fix a Leak Week is all about learning how to find and fix leaks. There was no shortage of fun workshops this year! Not only did people walk away with new found knowledge, many walked away with free WaterSense labeled products.

- Cobb County Water System in Georgia hosted “Ask an Expert” events to teach customers how to find and fix leaks. Customers took home toilet leak detection dye tables, WaterSense labeled aerators and WaterSense showerheads.
- The Capital Region District (British Columbia) hosted a free workshop to teach participants how to keep their irrigation system functional through minor maintenance to save time, water, and money. The workshop helped participants care for existing systems as well as help plan a new system.
- The City of Roseville in California water efficiency experts hosted free Do-It-Yourself Tune-Up Irrigation Workshops to help residents learn about hassle-free spray and drip irrigation repairs, easy electrical trouble shooting, and simple irrigation timer tricks.
- The Ute Water Conservancy District in Colorado hosted the DRIP Skills Workshop to help community members learn how to maintain washing machines and find leaks. During the month of March, customers picked up toilet tank leak detection tablets and WaterSense Fix a Leak Week educational materials.

## MORE HIGHLIGHTS

### Social Media/Outreach Campaigns:

- The City of Arcadia (California)
- City of Durham (North Carolina) Department of Water Management
- Citrus County Utilities (Florida)
- The City of Sacramento Department of Utilities (California)

### Giveaways:

- The City of Pomona (California)
- Strathcona County (Alberta)

### Additional Workshops:

- Athens-Clarke County Public Utilities Department (Georgia)
- City of Durham (North Carolina) Department of Water Management
- City of Dallas (Texas)
- City of Frisco (Texas)
- Fulton County (Georgia) Public Works

## Fix A Leak Week 2019 will be March 18 through 24



Fort Worth Water in Texas continued to partner with WaterSense to take Fix a Leak Week outreach to bigger heights for the city’s Latino/Hispanic community. All new lotería cards, a traditional game in Mexico, were developed. The lotería deck went from 3 to 16 different cards with various water saving tips, along with 20 different game boards.

Fort Worth brought cotton bags emblazoned with “Fix a Leak Week” to events filled with a WaterSense labeled showerhead, shower timer, toilet tabs, and two lotería cards. The WaterSense lotería was a hit at the Fort Worth Chasing Leaks 5k!