

**OUTREACH SAMPLE TEXT**   
**FOR THE SCHOOLS FOR CLEAN WATER CONTEST**

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# Sample Newsletter Blurbs

**Help our School Win a Cash Prize!**

Do you have a curbside storm drain in the street near your home? If so, you can help our school win a cash prize by participating in the Schools for Clean Water Contest! Simply visit [www.SchoolsForCleanWater.org](http://www.schoolsforcleanwater.org/) between October 14th and 28th and take the online pledge to adopt a neighborhood storm drain, then assign your pledge to our school! The schools with the most pledges can win money.

**Have you adopted a storm drain yet?**

Help our school and keep local streams clean by participating in the Schools for Clean Water Contest! Our school can win up to $1,500 cash! Just visit [www.SchoolsForCleanWater.org](http://www.schoolsforcleanwater.org/) before the contest ends on October 28th and pledge to adopt a neighborhood storm drain. Participating is easy, it takes just a few minutes of your time.

**One day left in the Schools for Clean Water contest!**

Have you taken the Schools for Clean Water pledge yet? If not, please take a minute to visit [www.SchoolsForCleanWater.org](http://www.schoolsforcleanwater.org/) and pledge today! If you have taken the pledge already, please help us spread the word on social media and use the hashtags #downrivermichigan and #schoolsforcleanwater.

# Sample Email #1

Greetings Parents and Guardians,

I’m writing to share news about a big opportunity for our school!

Our school is participating in the Alliance of Downriver Watersheds [Schools for Clean Water](https://allianceofdownriverwatersheds.com/schools-for-clean-water-contest/) Adopt a Storm Drain Contest and we need your help! It’s an easy online contest where you pledge to adopt a storm drain near your home and assign that pledge to our school. If our school gets the most pledges, we can win up to $1,500 for class materials and educational projects!

The “Schools for Clean Water'' contest is a little bit like the “Box Tops for Education'' program that you may be familiar with. But instead of collecting and turning in box tops, our school collects online pledges from parents, staff, and alumni to adopt a neighborhood storm drain.

**What’s the Schools for Clean Water Contest?**

The Schools for Clean Water Contest is a friendly competition sponsored by the [Alliance of Downriver Watersheds](https://allianceofdownriverwatersheds.com/) to reduce pollution in our local waterways. In this first year, the contest is focused on keeping yard waste and litter out of storm drains.

**How does it work?**

Parents, staff, alumni, friends, and family visit [www.SchoolsForCleanWater.org](http://www.schoolsforcleanwater.org/) between October 14 and 28thto complete the simple online pledge. When you submit the pledge form, you assign your pledge to our school. Once you’ve pledged, you can also help us win by inviting others to take the pledge and spreading the word on social media using the hashtags #downrivermichigan and #schoolsforcleanwater. At the end of the contest, the totals are tallied up, and the schools with the most pledges win cash prizes.

**Who can pledge?**

Anyone 18 and older can take the pledge including, but not limited to: parents, alumni, student's family members, teachers, school staff, friends, neighbors, etc…

**What does it mean to "adopt" a neighborhood storm drain?**

It means that you commit to check on a curbside storm drain near your home and periodically remove litter and yard waste from the storm drain grate.

**What do schools win?**

Eight schools will win a share of the $5,000 in prize money. The money can be used to pay for educational projects and classroom materials.

* First Place - $1,500
* Second Place - $1,250
* Third Place - $1,000
* Wild Card - 5 x $250 (all schools with 50 or more pledges, will be entered into a random drawing for the five wild card prizes)

**Which schools are eligible?**

The full list of eligible schools can be found on the contest website. Anyone can take the online pledge, but only eligible schools can win.

**Who is sponsoring this contest?**

This contest is supported by the [Alliance of Downriver Watersheds](https://allianceofdownriverwatersheds.com/) as a way to work with local schools on a project that benefits the community. Each commitment to adopt a storm drain and keep it debris-free, will add up to a big reduction in pollution and trash flowing into our local waters. That’s something we can all be proud of!

We are excited to be a part of this contest and hope you will help us win! Visit[www.SchoolsForCleanWater.org](http://www.schoolsforcleanwater.org/) and take the pledge to adopt a storm drain today.

Thank you for your support!

# Sample Email #2

Dear Parent/Guardian,

Help our school and keep local streams clean by participating in the [Alliance of Downriver Watersheds](https://allianceofdownriverwatersheds.com/) (ADW) Schools for Clean Water Contest! Our school can win up to $1,500 cash!

Just visit [www.SchoolsForCleanWater.org](http://www.schoolsforcleanwater.org/) between October 14th and 28thand pledge to adopt a local storm drain. Participating is easy, it takes just a few minutes of your time.

Here’s how it works:

1. Visit the Schools for Clean Water website.
2. Take the online pledge to adopt a local storm drain.
3. Assign your pledge to our school.
4. Track our school’s pledge numbers.
5. Encourage friends and family to take the pledge and assign it to our school.
6. Spread the word on social media using the hashtags #downrivermichigan and #schoolsforcleanwater.

We are competing with 24 other schools in the ADW area for a share of the $5,000 in prize money. The money will be used to pay for educational projects and classroom materials. We want to be one of the winning schools, and with your help, we can do it!

This project is supported by the Alliance of Downriver Watersheds. Working together with local schools, they hope to encourage residents to adopt a storm drain to reduce neighborhood flooding and keep litter and trash out of local creeks and streams.

You might be surprised to learn that most neighborhood storm drains direct rainwater right to local streams and waterways. When they get blocked by leaves and litter it can cause roadways and yards to flood. Litter that is washed into the storm drains can end up polluting the nearby creeks and streams the drain leads to.

We are excited to be a part of this contest and hope you will help us win!

So why wait? Visit[www.SchoolsForCleanWater.org](http://www.schoolsforcleanwater.org/) and take the pledge to adopt a storm drain today.

Thank you for your support!

# Sample Contest Announcement Social Media Post Text For Schools

Feel free to use and modify the social media post text below for your contest outreach. The posts are designed to be engaging and informative, helping spread awareness about the contest and the importance of storm drain maintenance during the fall season!

Caption: The 2024 Schools for Clean Water Contest is open! Pledge to adopt a storm drain and help a local school earn cash prizes! #downrivermichigan #schoolsforcleanwater [www.schoolsforcleanwater.org](http://www.schoolsforcleanwater.org)

Caption: Fall is here and so is the 2024 Schools for Clean Water Contest! Let's keep our storm drains clear and prevent local flooding together! #downrivermichigan #schoolsforcleanwater [www.schoolsforcleanwater.org](http://www.schoolsforcleanwater.org)

Caption: Help a local school earn a cash prize! Visit the Schools for Clean Water Contest website before October 28th to adopt a local storm drain! #downrivermichigan #schoolsforcleanwater [www.schoolsforcleanwater.org](http://www.schoolsforcleanwater.org)

Caption: Enter the Schools for Clean Water Contest before October 28th to help a local green school earn cash prizes! #downrivermichigan #schoolsforcleanwater [www.schoolsforcleanwater.org](http://www.schoolsforcleanwater.org)

Caption: It's raining leaves! Don't let them block our storm drains. Visit [www.schoolsforcleanwater.org](http://www.schoolsforcleanwater.org) and pledge to keep them clean! #downrivermichigan #schoolsforcleanwater

Caption: Fall is the time of year to pledge to help keep storm drains clear! Adopt a storm drain and help our school win the Schools for Clean Water Contest. #downrivermichigan #schoolsforcleanwater [www.schoolsforcleanwater.org](http://www.schoolsforcleanwater.org)

Caption: Watch out for clogged storm drains! If you spot one, lend a helping hand with a rake or shovel. Together, we can keep the water flowing! #downrivermichigan #schoolsforcleanwater [www.schoolsforcleanwater.org](http://www.schoolsforcleanwater.org)

Caption: Let's keep our beautiful neighborhoods flood-free! Dispose of leaves responsibly, turn them into compost, or put them in yard waste bins. #downrivermichigan #schoolsforcleanwater [www.schoolsforcleanwater.org](http://www.schoolsforcleanwater.org)

Caption: It’s the LAST WEEK for the Schools for Clean Water Contest! Adopt a storm drain today to help a local school and save our waterways. The contest ends October 28th! #downrivermichigan #schoolsforcleanwater [www.schoolsforcleanwater.org](http://www.schoolsforcleanwater.org)

Caption: Have you seen a clogged storm drain? It’s your last chance to adopt a storm drain and help our school win the Schools for Clean Water Contest! Visit [www.schoolsforcleanwater.org](http://www.schoolsforcleanwater.org) today! #downrivermichigan #schoolsforcleanwater [www.schoolsforcleanwater.org](http://www.schoolsforcleanwater.org)

# Examples of Facebook Social Media Text and Image Posts:

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| The 2024 Schools for Clean Water Contest is open! Pledge to adopt a storm drain by October 28th and help a local school earn cash prizes! #downrivermichigan #schoolsforcleanwater [www.schoolsforcleanwater.org](http://www.schoolsforcleanwater.org)   |  | | --- | |  | |

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| Fall is the time of year to pledge to help keep storm drains clear! Adopt a storm drain and help our school win the Schools for Clean Water Contest. #downrivermichigan #schoolsforcleanwater [www.schoolsforcleanwater.org](http://www.schoolsforcleanwater.org)   |  | | --- | |  | |

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| It’s the LAST WEEK for the Schools for Clean Water Contest! Adopt a storm drain today to help a local school and protect our waterways. Contest ends October 28th. #downrivermichigan #schoolsforcleanwater [www.schoolsforcleanwater.org](http://www.schoolsforcleanwater.org)   |  | | --- | |  | |