

*The goal of a challenge is to encourage ongoing greenhouse gas emissions reduction and resource conservation through education and engagement of employees. By fully engaging employees in your sustainability initiatives, you create one of your most dynamic and powerful tools to build a culture of commitment.*

## Water Conservation BINGO Challenge

The purpose of this challenge is to educate and encourage individuals to reduce their water use by making small changes in their daily routine.

**Challenge Overview:** Employees receive BINGO cards with water-saving actions in each box. Employees complete these actions to mark off spaces and get a BINGO. Each BINGO completed gives employees one entry into a drawing for a prize. Employees cannot complete the same BINGO row/column more than two times throughout the challenge.

**Requirements:** One person to check and record actions.

**Challenge materials included in this document:**

- Six Step Challenge Guide
- Email Templates
- BINGO Card Template
- BINGO Recording Sheet
- Posters Tips Links
- Post-campaign Survey

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### **Six Step Challenge Guide**

#### **Step 1: Set a goal and plan for measurement**

Examples:

- Percent of employees participating
- Number of participating employees
- Number of actions completed (tracked in matrix)
- Estimated gallons saved through actions (calculated based on matrix)

#### **Step 2: Set a timeline and choose prizes**

Example:

- April 2—send out email announcing challenge
- April 7—send out email reminding about challenge
- April 14—launch challenge! With water tip
- April 21—challenge reminder and water tip
- April 25—remind employees to about final day to turn in BINGO cards
- April 30—announcing winners and celebrating success

**Step 3: Start email communication and promotion** - *templates included separately.*

**Email 1** announces the challenge

**Email 2** reminds employees about upcoming challenge, gives resources

**Email 3** launches the campaign

**Email 4** reminds employees to complete the challenge

**Email 5** final chance to complete the challenge

**Email 6** recognizes participants and educates employees

**Step 4: Put up promotional posters**

Check out these water saving poster tips!

Tip #2 <http://wateruseitwisely.com/wp-content/uploads/2013/07/Tip2.jpg>

Tip #37 <http://wateruseitwisely.com/wp-content/uploads/2013/07/Tip37.jpg>

Tip #144 <http://wateruseitwisely.com/wp-content/uploads/2013/07/Tip144.jpg>

Tip #146 <http://wateruseitwisely.com/wp-content/uploads/2013/07/Tip146.jpg>

Tip #174 <http://wateruseitwisely.com/wp-content/uploads/2013/07/Tip174.jpg>

Tip #190 <http://wateruseitwisely.com/wp-content/uploads/2013/07/Tip190.jpg>

**Step 5: Recognize Success**

An event at the end of the campaign is an excellent way to reward employees and celebrate success.

Prizes can also provide another incentive for employees to participate.

**Step 6: Solicit Feedback** – *post survey included separately*

# Water Conservation BINGO Challenge Email Templates

## Email 1:

Subject: Help us go green!

Many of us at **insert business name** are passionate about protecting and enjoying the beautiful environment of Colorado. That's why we are partnering with ClimateWise and City of Fort Collins Utilities to help our office become more environmentally friendly in our day-to-day operations.

On **insert date** we will be launching a two-week campaign to reduce our water use at work and at home. Each employee will have the opportunity to play Water Conservation BINGO by completing small actions like turning off the water while you wash your hands or adding a water tip to your email signature. Each time you get a "BINGO" and report it to **insert contact name**, your name will be entered into a **prize** drawing! **There will also be prizes for those who complete the most actions or save the most gallons!**

ClimateWise is challenging us to reach **insert goal**. We need your help to get there! Stay tuned for more information as the date approaches. If you have any questions, ask **insert contact name**.

## Email 2:

Subject: Help us reach our goal!

In just one week, we will be launching our Water Conservation BINGO challenge. **We need your help to reach our goal by end of challenge.**

Each employee will have the opportunity to play Water Conservation BINGO through completing small actions like turning off the water while you wash your hands or adding a water tip to your email signature! Each time you get a "BINGO", your name will be entered into a **prize** drawing.

On **insert date** we will be launching a two-week campaign to reduce our water use at work and at home. Each employee will have the opportunity to play Water Conservation BINGO through completing small actions like turning off the water while you wash your hands or adding a water tip to your email signature. Each time you get a "BINGO" and report it to **insert contact name**, your name will be entered into a **prize** drawing!

On **insert date** we will be sending out the BINGO cards and the fun will begin! Be sure to talk to **insert contact name** if you have any questions!

## Email 3:

Subject: Let the challenge begin!

Today marks the beginning of Water Conservation BINGO! Attached to this email is your BINGO card. On it, you'll find small actions you can take in the workplace to reduce your water footprint. We have included a few items that are related to home water use, but we ask that you focus on your behaviors here at **business name**.

Please remember that you have to report your BINGOs to **insert contact name** for recording, and you can only do the same row/column on the card TWICE. Best of luck!

**Email 4:**

Subject: B-I-N-G-O

We're about midway through our Water Conservation BINGO challenge and the competition is heating up! Be sure you are reporting your BINGOs to **insert contact name** for recording. Remember, you can only do the same row/column on the card TWICE so try something new this week!

[Wateruseitwisely.com](http://Wateruseitwisely.com) has lots of great tips that you can add to your email signature!

Best of luck!

**Email 5:**

Subject: Last chance for BINGO

Just a final reminder that **insert date** is your last chance to turn in your BINGO to be entered to win a **prize**. So turn off the water when you wash your hands and tell someone random about your new conservation habits and get those BINGO cards turned in to **insert contact name**!

**Email 6:**

Subject: Thank you!

Our first water challenge is done and I'd just like to say THANK YOU. All those daily actions **added up to big reductions in XX gallons/ helped business name meet our goal for our water challenge/helped business name EXCEED our goal for our water challenge!** We had **\_\_\_** people participate in **\_\_\_** actions across two weeks! Wow!

We drew our prize winners this morning—winner(s), it's your lucky day! Please stop by **insert contact name's** office to pick up your spoils!

On a final note, please take a minute and fill out this quick six-question survey letting us know what you liked and disliked about this project. We hope to be involved in many small challenges like this so share your ideas and know that things can only get even better from here!

Thank you for your participation and dedication to sustainability!

## Water Conservation BINGO Post-challenge Survey (recommended)

**Circle one answer for each of the following.**

1. The challenge was fun.

Strongly Agree—Agree—Neutral—Disagree—Strongly Disagree

2. I learned something about water use at home from this challenge

Strongly Agree—Agree—Neutral—Disagree—Strongly Disagree

3. I learned something about water use at work from this challenge

Strongly Agree—Agree—Neutral—Disagree—Strongly Disagree

4. If you learned something about conserving water, what did you learn?

5. What did you like about the challenge?

6. What could have gone better in the challenge?

7. What ideas do you have for our company to be more environmentally friendly?

[illegible][illegible]

# Water Conservation Bingo

<i>Do a home water audit</i>	<i>Tell someone about your new water-saving habits!</i>	<i>Turn off the water while you lather your hands.</i>	<i>Pour extra water or ice onto office plants or gardens</i>	<i>Fill the sink with water to wash dishes</i>
<i>Take a shower in 8 minutes or less</i>	<i>Fill the sink with water to wash dishes</i>	<i>Scrape dishes into compost or trash instead of rinsing them</i>	<i>Turn off the water while you lather your hands.</i>	<i>Tell someone about your new water-saving habits.</i>
<i>Use WeCalc (<a href="http://wecalc.org">http://wecalc.org</a>) to estimate carbon footprint of water use</i>	<i>Add a new water tip to your email signature</i>	<b>FREE SPACE</b>	<i>Fill the sink with water to wash dishes</i>	<i>Turn off the water while you lather your hands.</i>
<i>Turn off the water while you lather your hands</i>	<i>UseWeCalc (<a href="http://wecalc.org">http://wecalc.org</a>) to estimate carbon footprint of water use</i>	<i>Pour extra water or ice onto office plants or gardens</i>	<i>Take a shower in 8 minutes or less</i>	<i>Watch a documentary about water.</i>
<i>Tell someone about your new water-saving habits!</i>	<i>Turn off the water while you lather your hands</i>	<i>Take a water knowledge quiz</i>	<i>Use WeCalc (<a href="http://wecalc.org">http://wecalc.org</a>) to estimate carbon footprint of water use</i>	<i>Scrape dishes into compost or trash instead of rinsing them</i>