

Take the 10-Minute Challenge Campaign Brief and Instructions for WaterSense Partners



To celebrate Fix a Leak Week the third week of March, “Take the 10-Minute Challenge” will help you encourage consumers to save water at home, focusing on social media outreach and at-home activities, using updated tools on the WaterSense partner website.

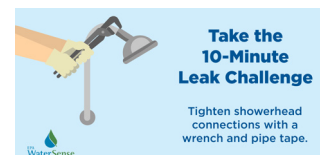
Use These Tools to Promote the Challenge

- New “Take the 10-Minute Challenge” icon and graphic for your website or social media.
- Five new social media graphics with two-minute tips to post each day of Fix a Leak Week.
- Infographic showing how much water can be saved in 10 minutes by finding and fixing leaks.
- Take the 10-Minute Challenge tip card for utility lobbies, retail outlets, or in-person events.
- “Detect and Chase Down Leaks” checklist to guide homeowners through a home leak check.
- Fix a Leak remote learning activity to share with school teachers and families.



Use These Messages on Your Website or Social Media

- The average home wastes nearly 10,000 gallons of water per year from easy-to-fix household leaks; that's equivalent to washing 300 loads of laundry (or enough to do laundry for 10 months).
- In just 10 minutes, you can check your house for easy-to-fix leaks.
- Stopping leaks could shave 10 percent off your water and sewer bill.
- During Fix a Leak Week, take the 10-Minute Challenge to stop leaks at home! Spend 10 minutes walking your home checking for leaks, or do one thing each day for a couple minutes:
 - o Check your water bill for January or February; if a family of four uses more than 7,000 gallons of water in a month, you may have a leak.
 - o Read your water meter before and after a two-hour period when no one is using water. If the number changes, you may have a leak!
 - o Use pipe tape or a wrench to ensure tight connections where showerheads attach.
 - o Check faucet washers and gaskets for wear and replace them if necessary.
 - o Place a drop of food coloring in the toilet tank. If the color shows up in the bowl within a few minutes, you may need a new flapper. Flush afterward to avoid staining the tank.



Other Ideas for Implementing the Challenge

- Run a social media campaign during Fix a Leak Week by posting one tip for finding leaks each weekday of the week.
- Give teachers the Fix a Leak learning activity their students can do at home, or they can fill out the Detect and Chase Down Leaks Checklist for homework.
- For any in-person events, hand out the Take the 10-Minute Challenge tip card, or leave it at libraries, retail stores, restaurant takeout locations, or coffee shops during Fix a Leak Week.
- You can also encourage customers to “Take the 10-Minute Challenge” on your website, utility bill, or social media. Offer a small prize, like a WaterSense labeled aerator or showerhead, to those who take the challenge and post a photo on Twitter, Instagram, or Facebook.

Most importantly, don't forget to [tell WaterSense what you're planning](#) or what you did and how it worked!

