



Call to Action for Jersey Water Works Members

Help elevate your work, and the collaborative's work, by announcing a commitment, or a new initiative or project, at the 2021 Jersey Water Works Conference!

Building off of the momentum we started last year, let's put our voices together to show leaders around the state the continued importance of our water infrastructure to our future.

At the seventh annual Jersey Water Works Conference, please join with other members to announce a "commitment" that you or your organization is undertaking, so we can build on the momentum we've started together. Commitments can include **new** projects, programs and resources which help advance the goals of Jersey Water Works and have yet to be announced publicly. Commitments can either be completed by the event or can be accomplished within the next year. We'll compile all the commitments into a single list, so everyone will know the breadth and depth of Jersey Water Works members' dedication to the issue of water infrastructure in the state.

Need an example of the power of commitments? Check out the commitments made last year by Jersey Water Works members. Over 35 organizations, federal and state agencies, private business, local utilities, municipalities, practitioners, and environmental organizations, [announced new efforts and commitments](#) to accelerate water innovation in the United States. **Let's see what we can do this year!**

Getting Started:

Here are some questions that may help you brainstorm what you could announce.

1. What are you working on already?

Do you have a work item, report or milestone that you've been working on that will be ready to announce in early December?

2. What are you planning to do next year?

Is your organization launching a new program, conducting a new research project or investing in water infrastructure upgrades in the next year?

3. What more could you be doing?

How could you take your organization's water infrastructure work to the next level by planning a new investment, project, or initiative that can be launched at the conference?

Visit <https://jerseywaterworks.3lanemarketing.com/commitments/> to submit your commitment!

For questions, please contact [Lauren Belsky](#).

The deadline to register to announce a commitment is **October 31**.

Commitments, Tiers and Benefits:

Commitments are organized into three tiers or levels, reflecting the different levels of resources required. Depending on the tier into which your commitment falls, you'll receive a certain level of promotion at the conference.

Tier One

Commitments at this tier require major investment of new resources, whether time or funding. In addition to the benefits available for commitments at tiers two and three, tier one commitments will receive:

Promotion at Conference:

- A short description of the commitment read aloud during the program
- Listing with a short description in a pre-conference press release
- Listing with a short description in the conference virtual program book
- Listing with a short description on the Jersey Water Works website
- Featured on a Powerpoint slide at the conference

Tier Two

Commitments at tier two require an investment of existing or new resources. In addition to the benefits available for commitments at tier three, tier two commitments will receive:

Promotion at Conference:

- Recognition for organization and commitment during the presentation at the conference
- Listing in a pre-conference press release
- Listing on the Jersey Water Works website with a one-sentence description
- Featured on a Powerpoint slide at the conference
- Listing in the conference virtual program book

Tier Three

Commitments at tier three require time investment but not necessarily a funding investment.

Promotion at Conference:

- Featured on a Powerpoint slide at the conference
- Listing in the conference virtual program book
- Listing on the Jersey Water Works website with a short description

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Examples of Commitments

Individuals and organizations should come up with their own unique commitments that will help achieve our common goals. Commitments can include **new** projects, programs and resources which help advance the goals of Jersey Water Works and have yet to be announced publicly. Commitments can either be completed by the event or can be accomplished within next year. Below are examples for each tier. See all of the [past commitments](#) on the Jersey Water Works website.