

**LIVING  
WATER**  
AWARDS  
National Association  
of Water Companies



# What does “Living Water” mean?

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- More than working in the industry—*living it*
- Water doesn't do anything by itself—*it requires people*

**We want to honor the  
individuals who are  
“living water”**

**And we created  
a special way to do it...**

# Program Objectives

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- Build a sense of community within our industry
- Expand relationship between the NAWC and its members
- Highlight the effort of exceptional individuals serving customers and communities
- Increase traffic to the NAWC Facebook page—this is a social media campaign
- Groom social-media-savvy employees to be industry advocates

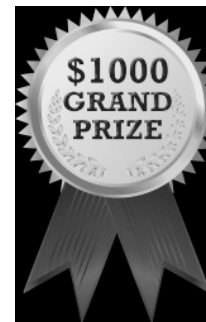
# How It Works

- Launched via email and on the NAWC website
- NAWC members encouraged to spread the word among employees
  - Employees encouraged to nominate colleagues
    - Quick and easy process, entirely online at [nawc.org/livingwater](http://nawc.org/livingwater)
- Selection committee selects two finalists every two months from pool of nominees



# Get Social!

- Winners are chosen by YOU!
- Encourage people to “vote” for finalists by “liking” them on the NAWC Facebook page
- Who ever gets the most “likes” wins!
- Each winner receives an American Express gift card
- At the end of the year, a grand prize winner is chosen by the selection committee



# Why You Should Support It



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***Congratulations to  
Jane Doe of Company Name***  
*A true professional who is living water.*

We are proud to announce that Jane Doe has been named a winner of a Living Water Award, a very special program created by the National Association of Water Companies to recognize the outstanding individuals of the private water industry.

Company Logo

Company URL

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To learn more about the Living Water Awards, visit [nawc.org](http://nawc.org) or  
[facebook.com/MovinH2OForward](https://www.facebook.com/MovinH2OForward)

- Awards come from a credible third party
- Your company will get recognition if your employee is a finalist or winner
- You will receive an ad you can run in local media
- You will identify exceptional individuals and social-media-savvy employees in your ranks

# Timeline

- **October 15 – PROGRAM LAUNCH**
- October 30 – Deadline for nominations
- November 7 – Selection committee chooses finalists
- November 15 - December 6 – Facebook voting
- December 7 – Winner selected
- December 15 – New nomination cycle begins





**Visit [www.facebook.com/MovinH2OForward](http://www.facebook.com/MovinH2OForward)  
and “LIKE” the NAWC Facebook page to receive  
updates on the NAWC Living Water Awards and  
other great industry information**