



CONGRATULATIONS!

Thank you for being a part of the Colorado River District's effort to protect the waters of the West Slope while supporting the individuals and communities who rely on it.

Together, we encourage you to share the news of your funding award and project with your network, project partners and community members.

Whether you have a few conversations at the local stock show or you regularly communicate with thousands of constituents, followers, or residents, your voice is essential for the Community Funding Partnership. In a place like the Western Slope of Colorado, word of mouth is one of the most important outreach platforms we have.

To help you with this, we have put together a few pointers for how to talk about the Colorado River District and answer questions about your Community Funding Partnership award.

Sincerely,

A handwritten signature in black ink that reads "Amy Meyer".

GETTING THE WORD OUT

We recognize that the Community Funding Partnership supports West Slope water users regardless of the size of their project or operation. If you do not have the capacity to address the following suggestions, we fully understand. However, if you feel like your experience with our grant program might be useful to others in a similar situation, we encourage you to look at the following outreach tools.

Here are some ways you can help spread the word about the Community Funding Partnership:

1. [Use Media Kit Resources](#)
2. [Use our Colorado River District Talking Points at Community Events](#)
3. [Press Release: Share Ours or Issue Your Own](#)
4. [Host a Project Ribbon-Cutting or Project Celebration](#)
5. [Order Signage from the Colorado River District](#)
6. [Share or Create a Social Media Post](#)
7. [Other Public Relations Considerations](#)



1. Media Kit Resources

This public resource on our website includes images, logos, and power point slides. They are available for anyone sharing information about their CFP project.

A note about logo usage:

- In any public-facing projects or public announcements, we would appreciate the inclusion of our logo. Please find approved logos in [Media Kit](#). *Preferred.*
- If you cannot include our logo, you can include the line: “Supported by a grant from the Colorado River District”

On your website:

- When mentioning the District’s support, please include the link to www.coloradoriverdistrict.org.

2. Talking Points – What does the River District do?

Colorado River District’s Mission – “To lead in the protection, conservation, use, and development of the water resources of the Colorado River basin for the welfare of the District, and to safeguard for Colorado all waters of the Colorado River to which the state is entitled.”

Translation – We support water users within our fifteen-county district to keep water flowing West.

How do we do that?

- We work to connect stakeholders across the district to promote collaboration and communication about timely issues impacting water management.
- We maintain a presence at the state and federal levels of government to advocate for our constituents and employ legal counsel to promote fair interpretation of those laws.
- We staff engineers who can provide boots-on-the-ground solutions and consulting for project development.
- The Community Funding Partnership was created in 2021 to fund multi-purpose water projects on the Western Slope. These projects support durable solutions and long-term strategies to adapt to a hotter and drier future.



3. Press Release

Even if your organization does not regularly issue many press releases, please consider sending one out about your recent project approval to local newspapers, organizations, and media sources which may be interested.

Attached to this guide is a sample press release format.

A note about name usage in print:

- The 'Colorado River District' should be capitalized like any title. Please also capitalize 'River District' or 'District' on second reference. You may also see us referred to as the 'Colorado River Water Conservation District' in some documents.
- The Community Funding Partnership (CFP) should also be capitalized.

A note about partnerships:

- The CFP rarely provides the full amount of funding, and collaboration is essential for all its projects, so please use words and phrases like 'partnered with' or 'supported' along with 'other organizations/stakeholders' when discussing funding sources.

4. Host an event or ribbon-cutting ceremony

Please let us know of community events or opportunities to celebrate project ground-breaking, we would love to help your outreach efforts by boosting your message on our communication platforms.

- To request River District speakers for your event, or to ask for an outreach kit to be mailed to you (stickers, pamphlets, etc.), reach out to Amy Moyer at amoyer@crwcd.org.

5. Signage

For projects that include public access or public signage, you will be required to recognize the District's funding contribution using logos and signage approved by the District. Signage options include:

COLORADO RIVER DISTRICT COMMUNITY FUNDING PARTNERSHIP



Please work with Amy Moyer (amoyer@crwcd.org) to order signage, free of cost, or to work with staff on an appropriate logo for custom signs that may recognize multiple partners.

6. Social Media

If you do have a presence on social media, thank you for tagging us in any post about your project. Feel free to share any of our posts which reference your project or otherwise seem relevant to your audience.

Please use the following handles on whichever platforms you use regularly:

- FB @ColoradoRiverDist
- IG @ColoradoRiverDistrict
- Twitter @ColoradoWater
- [YouTube Channel](#)

A note about social posts:

- Before and after photos tell the story of your project in a powerful way.

7. Other Public Relations considerations

Media Relations:

- Please direct any reporter questions related to the Colorado River District to Marielle Cowdin, Director of Public Relations at mcowdin@crwcd.org.

CONTACTS:

For reporter questions and press announcements, contact:

- Marielle Cowdin, Director of Public Relations: mcowdin@crwcd.org

For events, signage, and questions about your award, contact:

- Amy Moyer, Director of Strategic Partnerships: amoyer@crwcd.org



SAMPLE PRESS RELEASE:

PRESS RELEASE

August 24, 2021

Glenwood Springs Secures \$300,000 in Grant Funding for Roaring Fork Pump Station Connection Project

Glenwood Springs, Colo. – The City of Glenwood Springs is pleased to accept a \$300,000 grant award from the Colorado River District’s Community Funding Partnership to assist in the implementation of the Roaring Fork Pump Station Pipeline Connection Project. This project will include installation of approximately 3,300 linear feet of waterline from the Roaring Fork Pump Station to the Red Mountain Water Treatment Plant, upgrades to the pump station, addition of a mixing vault at the plant and erosion and sedimentation controls.

In the award letter from the Colorado River District, Director of Strategic Partnerships, Amy Moyer thanked the City for its “commitment to the mission of the Colorado River District to lead in the protection, conservation, use, and development of the water resources of the Colorado River basin for the welfare of the District, and to safeguard for Colorado all waters of the Colorado River to which the state is entitled.”

This project will serve as a significant upgrade to our water infrastructure and resiliency. The pump station, No Name and Grizzly watersheds currently connect to the Red Mountain Water Treatment plant via the same pipe system which means only one source of water can be used at a time. The Roaring Fork pump station pipeline connection project will support the design and construction of a 24-inch pipeline from the Roaring Fork Pump Station to the Red Mountain Water Treatment Plant to expand the city’s water supply redundancy and allow maintenance and inspection of the 45-year-old raw waterline.

In the past if the existing line failed, there was no way to transfer water to the plant and the City had to shut down while repairs were made. This secondary line will help with a redundant water feed to the plant and make the City more drought resistant in the future by providing three sources of water to the system instead of one or two.

“This new line adds another layer to our ongoing efforts to enhance our water infrastructure,” said Public Works Director Matthew Langhorst. “With immediate recovery needs from the Grizzly Creek fire and long-term trends for increased severe weather patterns, including drought and flash floods, this project is important to our ability to adapt and prepare for the future.”

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In addition to the new transmission line, Glenwood Springs will construct a mixing vault near the water treatment plant to allow for blending of pumped river water and gravity-fed creek water. This improves operational flexibility to manage water quantity and quality during drought or degraded raw water quality conditions like those that have been occurring from large rain events over the Grizzly Creek burn scar.

The total estimated cost for the project is \$3,300,000. These Colorado River District grant funds are in addition to \$500,000 in grant funds from the Department of Local Affairs and \$2,500,000 in City loan funds from the Colorado Water Conservation Board (CWCB). Construction is anticipated to begin in October 2021 and continue into spring of 2022.

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