

Find and Fix in 5 Minutes

How to Use the Campaign

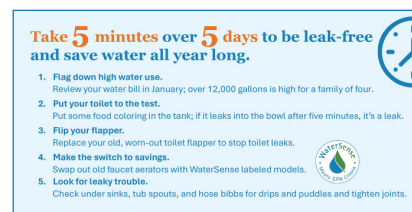
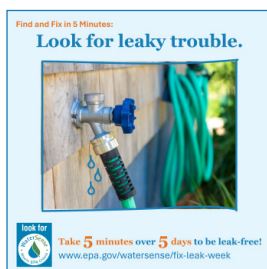
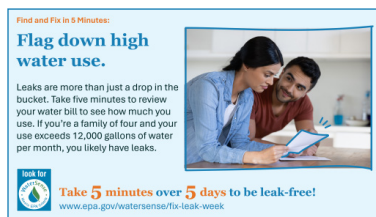


Household leaks waste nearly 10,000 gallons of water per year on average, or the amount of water it takes to wash 300 loads of laundry! For Fix a Leak Week (or any time of year), use the Find and Fix in 5 Minutes campaign to give consumers five simple steps for five minutes per day to save water all year long, including: reviewing their water bill, looking for leaks, doing a toilet dye test, replacing their toilet flapper, and installing a WaterSense labeled faucet aerator.



Find and Fix in 5 Minutes Campaign Materials

WaterSense has created a series of simple steps to guide homeowners on finding and repairing easy-to-fix leaks, outlined in these outreach tools:



Social Media Graphics:

With a social media post for each step, these graphics can be posted throughout Fix a Leak Week with text in the graphics or in the post (see next page).

Bill Stuffer:

Leading up to Fix a Leak Week, distribute this bill stuffer to prepare consumers with simple ways to celebrate and save water.

Fix a Leak Week Fundamentals Handout:

Distribute this one-pager to give a more detailed overview of the steps to take to address easy-to-fix leaks in homes.

Sample Social Media Text

If you prefer to use the social media graphics with less text, below is some additional text to use in the caption of your post.



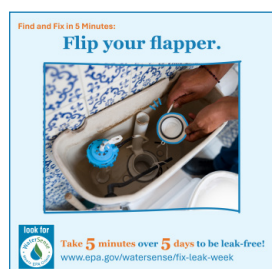
Flag down high water use

Leaks are more than just a drop in the bucket. Take five minutes to review your water bill to see how much you use. If you're a family of four and your use exceeds 12,000 gallons of water per month, you likely have leaks. #FixALeak



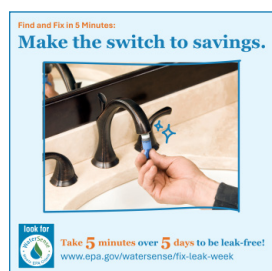
Put your toilet to the test.

Test your toilet for leaks by placing a few drops of food coloring in the tank and wait five minutes. If color appears in the bowl, your toilet probably has a leak. Be sure to flush after the test to avoid staining! #FixALeak



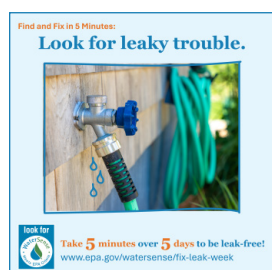
Flip your flapper.

The rubber flapper in your toilet tank should be replaced every five years. Old, worn-out flappers are a common culprit of leaks and are inexpensive to replace. Take a photo inside your tank to make sure you get the right one at the hardware store. #FixALeak



Make the switch to savings.

Start saving at the tap! Replace the old aerators in your bathroom faucets with WaterSense labeled models. For just a few dollars, you'll save 700 gallons of water per year, plus the energy to heat that water, without noticing a difference in flow! #FixALeak



Look for leaky trouble.

Take five minutes to track down leaks around your home. Look for drips and puddles under sinks and tub spouts indoors and hose bibbs outdoors—all indicate a leak that might just need tightening at the pipe joint. #FixALeak

Ideas for Implementing Find and Fix in 5 Minutes Campaign

Below are a few additional ways your organization can use Find and Fix in 5 Minutes to reduce leaks in your community.

Create an Educational Video

Create an educational video showing residents how to detect leaks at home using the Find and Fix in 5 Minutes steps. This could be how to read their water meter, performing a dye tablet test in their toilet tank, or looking for signs of leaks around pipe fittings and faucets and tightening pipe joints.

Dye Tablet Giveaway

Organize a dye tablet giveaway at an event or set up a display in your lobby. Attach a dye tablet used to detect toilet leaks to the Fix a Leak Week Fundamentals handout. Take it step further and offer free toilet flappers too!

Hold a Social Media Contest

Encourage your social media followers to submit photos of themselves following the Find and Fix in 5 Minutes steps for a chance to win a WaterSense labeled toilet, showerhead, or faucet aerator. Select a random winner at the end of Fix a Leak Week.

Organize an In-Person or Virtual Workshop

During Fix a Leak Week, hold a Find and Fix in 5 Minutes workshop either in-person or virtually to demonstrate each of the five steps. This could include hands-on demonstrations and WaterSense labeled aerator giveaways for attendees.



WaterSense partner Irvine Ranch (California) Water District giving a hands-on demonstration at a Fix a Leak Week workshop.



Take 5 minutes over 5 days to be leak-free!

Public Website: www.epa.gov/watersense/fix-leak-week

Partner Website: projects.erg.com/watersense/partner-site/promote/fix.html

Please note: The WaterSense partner website requires login by WaterSense partners only. Please do not share this URL or your login credentials outside your organization, and contact the WaterSense Helpline at watersense@epa.gov if you forgot your username or password.

To learn more about WaterSense, visit www.epa.gov/watersense.

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