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## What is Save the Drop?

Save the Drop is a robust citywide campaign, encouraging Angelenos across Los Angeles to conserve water. The campaign launched in April 2015 by Mayor Eric Garcetti and the Mayor's Fund for Los Angeles in response to the Mayor's Executive Directive #5, which called for a 20 percent water reduction by 2017. It operates by targeting residents, youth, and businesses across Los Angeles in both Spanish and English with messages that highlight the issue, offer behavioral changes to address the problem and connect Angelenos to already existing tools and rebates.

The campaign has already been met with overwhelming success contributing a 20% reduction in the city's water usage, on track to achieve Mayor Garcetti's 2017 water reduction target. Moreover, Save the Drop has grossed exceptional media attention, with 18.6 million impressions in Los Angeles and 77.5 million worldwide. The next phase of the campaign will focus on thanking Angelenos for helping us achieve our water reduction goals. The campaign also won *Campaign of the Year* in the 2016 thinkLA awards.

## What is Drop Defenders?

Drop Defenders is an eight-week-long online competition inviting Angelenos to showcase how they have saved. One winner will be selected from each City Council district based on number of votes and an internal selection process. Winners will receive a City Certificate from the Mayor and City Council member, a Drop garden gnome, and other prizes provided by the Los Angeles Department of Water and Power. We would also like to hold a celebration in City Council Chambers where City Council and the Mayor present each winner with his/her certificate and garden gnome.

## How Does the Competition Work?

Angelenos will have six to seven weeks to submit photos or videos of their indoor and outdoor water solutions along with a brief description of what they have done to Save the Drop. Once entered, the submission will be posted to the Drop Defenders website, where applicants can invite friends to view and vote for their submission as well as view and vote for other submissions across the city. During this time, anybody is free to view or vote.

Once the submission period ends, the submissions will undergo a one-week internal vetting process, where the three to five submissions from each council district that gross the most likes will be sent to their respective district's Drop Defenders advisory committee (consisting of one staffer per City Council district, a representative from the

Mayor's Fund, and representatives from the Mayor's Communications, City Services, and Sustainability offices) to select the winner. One winner will be selected from each council district, totaling fifteen winners.

### **How Will Drop Defenders be Launched?**

The campaign will be digitally launched on September 15th during Imagine A Day Without Water - a national day that highlights water conservation efforts across the country. The campaign will be launched using your social media platforms and Council's social media platforms as well as paid online advertising and radio reads, purchased through LADWP's ad-buys. We will also be partnering with non-profits, including Tree People and Heal the Bay to spread the word across Los Angeles.

Please apply at [www.savethedropla.org/dropdefenders](http://www.savethedropla.org/dropdefenders) starting September 15, 2016.