



# Sprinkler Runoff Message Tool Kit

These messages were developed by the Keep it Clean Partnership for its partners in the Boulder Saint Vrain Watershed. Local government, nonprofit organizations, and other community groups are welcome to use these messages to support stormwater education. Adjust the messages to tailor them to your community's ordinances, resources, events, and facilities.

## Links

- Check out this [Lawn and Garden Water Protection Guide brochure](#) to learn more.
- For more information on how to protect waterways from home, visit [www.keepitcleanpartnership.org](http://www.keepitcleanpartnership.org).
- Link to your community's resources, programs, facilities, or special events related to chemical disposal, soil testing, sprinkler inspections, compost, and/or native plants.

## Newsletter Message #1 (65 words)

*Share with "On your lawn today, here tomorrow" photo.*

What could you be sending into our streams? When water runs off your grass the products applied to lawns often end up in nearby streams and harm aquatic life. Stormwater runoff collects litter, pesticides, fertilizers, and other pollutants from our homes and businesses and carries it straight to local waterways untreated. See what action you can take at home to protect creeks near you:

[www.keepitcleanpartnership.org/pollution-prevention/for-residents/](http://www.keepitcleanpartnership.org/pollution-prevention/for-residents/).

## Newsletter Message #2 (109 words)

*Share with "Water the grass, not the sidewalk" photo.*

When water runs off your grass the products applied to lawns often end up in nearby streams and harm aquatic life. Water collects dirt and other pollutants on its way to storm drains, which flow directly to local waterways without treatment. Here's what you can do to protect water quality from home:

- Observe your sprinklers to see if they are spraying water on the street or sidewalk.
- If needed, adjust their position and schedule to avoid overwatering.
- Visit [www.ResourceCentral.org/Sprinklers](http://www.ResourceCentral.org/Sprinklers) to schedule a sprinkler consultation. You can schedule a consultation for your home, HOA, or business.

See what action you can take at home to protect creeks near you:

[www.keepitcleanpartnership.org/pollution-prevention/for-residents/](http://www.keepitcleanpartnership.org/pollution-prevention/for-residents/).

## Social Media Posts

### Facebook Posts

- Don't let water run off your grass because products applied to lawns often end up in nearby streams and harm aquatic life. Water collects dirt and other pollutants on its way to storm drains, which flow directly to local waterways without treatment. Observe your sprinklers and adjust their position and schedule to avoid overwatering. For more tips on how to protect



waterways from home, visit [www.KeepItCleanPartnership.org/pollution-prevention/for-residents/](http://www.KeepItCleanPartnership.org/pollution-prevention/for-residents/).

- Share with *"Water the grass, not the sidewalk" photo.*
- What could you be sending into our streams? Stormwater runoff collects litter, pesticides, fertilizers, and other pollutants from our homes and businesses and carries it straight to local waterways untreated. See what action you can take at home to protect creeks near you: [www.KeepItCleanPartnership.org/pollution-prevention/for-residents/](http://www.KeepItCleanPartnership.org/pollution-prevention/for-residents/).
  - Share with *"On your lawn today, here tomorrow" photo.*

### *Instagram and Twitter Posts*

- Check your sprinklers! Water runoff carries dirt and other pollutants to storm drains, which flow directly to local waterways without treatment.
  - Share with *"Water the grass, not the sidewalk" photo.*
- Stormwater carries pollutants from our home into local waterways. Learn what you can do from home: [www.KeepItCleanPartnership.org/pollution-prevention/for-residents/](http://www.KeepItCleanPartnership.org/pollution-prevention/for-residents/).
  - Share with *"On your lawn today, here tomorrow" photo.*
- What are you sending into our streams? Stormwater runoff collects pesticides, fertilizers, and other pollutants from our homes and carries them straight to local waterways untreated. See what action you can take at home to protect creeks near you: [www.KeepItCleanPartnership.org/pollution-prevention/for-residents/](http://www.KeepItCleanPartnership.org/pollution-prevention/for-residents/).
  - Share with *"On your lawn today, here tomorrow" photo.*