



May 15, 2019

**Re: Building the “Next Gen Pipeline to Success” Outreach Campaign**

Dear [place Water Agency name here]:

We are pleased to announce the next phase of our [Work for Water](#) campaign, called the “**Next Gen Pipeline to Success**”! Did you know California needs 6,000 new water professionals each year? We need your support now to reach out and place the next generation of water employees into positions where they can excel.

Our sector has long provided job opportunities and security to Californians by training and developing their professional skills. We need your support now to reach out across California to identify the right members of the next generation to carry forward our goals of public health and environmental protection.

The **Next Gen Pipeline to Success** ensures our sector continues to make connections with the next generation. With your support, CASA and CWEA will invest in the following projects in 2019:

1. Production of recruiting messages, materials and campaigns.
2. Develop online modules for outreach on water careers. (covering the hiring process, interviewing and certifications)
3. Paid Facebook/Instagram advertising to reach women/veterans.

The project is steered by a work group with representatives from human resources, communications and operations. CASA and CWEA staff will coordinate the project and manage consultants.

We hope to continue building on our Work for Water public outreach to raise the profile of the California water sector and share the incredible opportunities available in our field. We want to build a strong Next Gen Pipeline to Success.

Your organization is invited to help the program with a contribution by 10/1/19. A suggested contribution is \$2,000 - \$4,000. For more info please contact Alec Mackie, CWEA, (510) 382-7800 x114 [amackie@cwea.org](mailto:amackie@cwea.org).

<b>Next Gen Pipeline to Success</b>
<b>Public Outreach</b> <b>Sponsorship Goal: \$40,000</b>
<b>RSVP: 10/1/19</b>
<b>Reasons to Contribute:</b> <ul style="list-style-type: none"> <li>• Put your agency’s handprints on the future of our sector</li> <li>• Extend public trust to the next generation of water workers</li> <li>• Encourage women and veterans to join our profession</li> <li>• Agencies receive recognition on our Supporters page</li> <li>• Reuse any outreach materials</li> </ul>
<b>Metrics for Success:</b> <ul style="list-style-type: none"> <li>• Increase visits and applicants on CAWaterJobs.org</li> <li>• Reach &amp; mentor 1,000 people in a private Facebook group</li> <li>• Release recruitment materials agencies can reuse</li> <li>• Achieve 2 news coverage items about CA water careers</li> </ul>

Thank you,

Executive Director  
CASA

Executive Director  
CWEA