

# Montana Waters: An "umbrella" approach in western Montana

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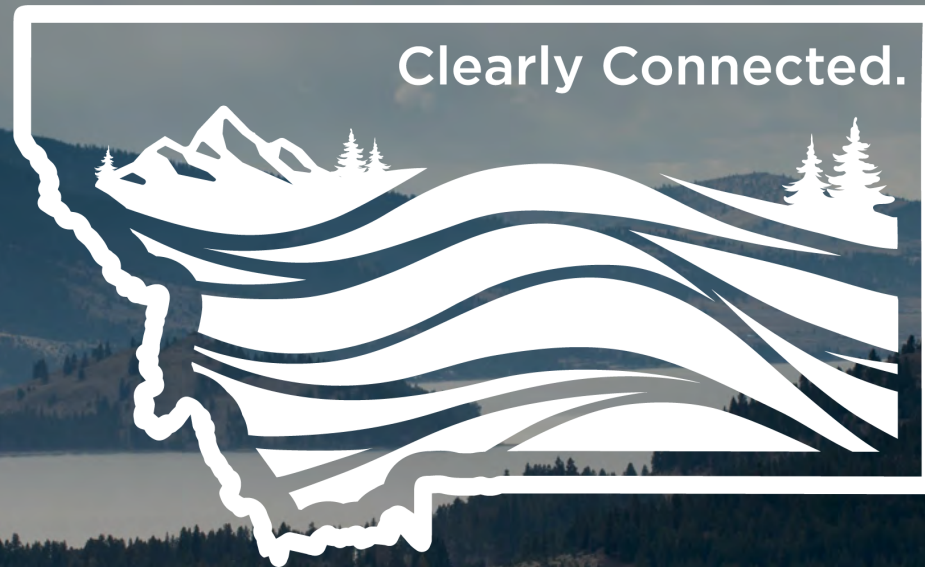


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1983

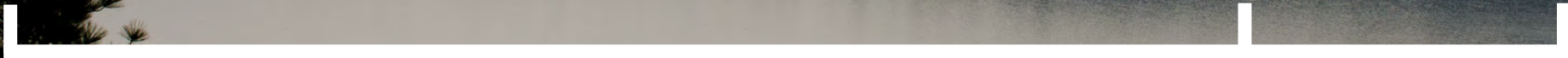
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2020

2023





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# THE WHAT:

Expand public knowledge and awareness of water quality issues

Increase coordination with watershed partners by enhancing partnership opportunities

Inspire residents and visitors to take pride and responsibility in conservation efforts

Encourage individual and societal behavior change



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# THE WHY:

Water is life.



Every action  
makes a  
difference.



The time to  
act is now.



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# THE HOW:

Voluntary collaboration of partners working to protect our waters.

Working across boundaries to unite organizations with unified messaging.

Sharing generously all resources, tools, and knowledge.

The power of the collective effort to make real change in our watershed.



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# THE WHO:

## Partners in creating & sharing the campaign

- Federal agencies
- State agencies
- Tribal governments
- Local governments
- Non-profit organizations
- Local watershed organizations



## Audiences of the campaign

- Recreational water users
- General water users
- The public
- Partner organizations
- Neighborhood & homeowner associations
- Legislators & policymakers



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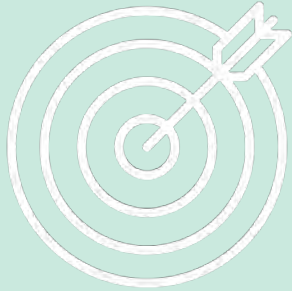


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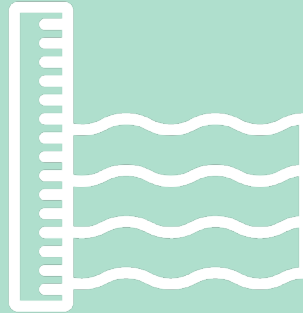
# STRATEGY

## Six Elements of Conservation

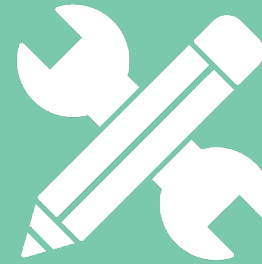
Fairness & Accuracy



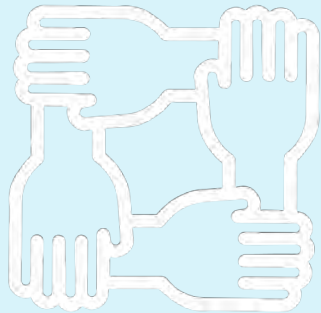
Depth



Emphasis on Skill Building



Action Oriented



Instructional Soundness



Usability



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# STRATEGY

## Campaign Led

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Keeping Montana Waters  
clean, clear, and  
connected, together

Be a Montana Waters  
Steward & help keep our  
waters clean, clear, and  
connected

## Emotionally Led

Together we can keep  
our waters clean, one  
small action at a time.

When our waters are  
clean, our fish and  
wildlife stay healthy -  
and so do we.

Together we can keep  
Montana Waters clean  
and clear for generations  
to come.

## Rationally Led

Be septic smart. Maintain  
your septic system.  
Learn more at...

Clean water starts at the  
curb, Adopt-a-Drain in  
your local community...

Protect your local  
waterbodies by installing  
a rain garden on your  
property. Learn more at...



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# VISUAL IDENTITY



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# CO-BRANDING

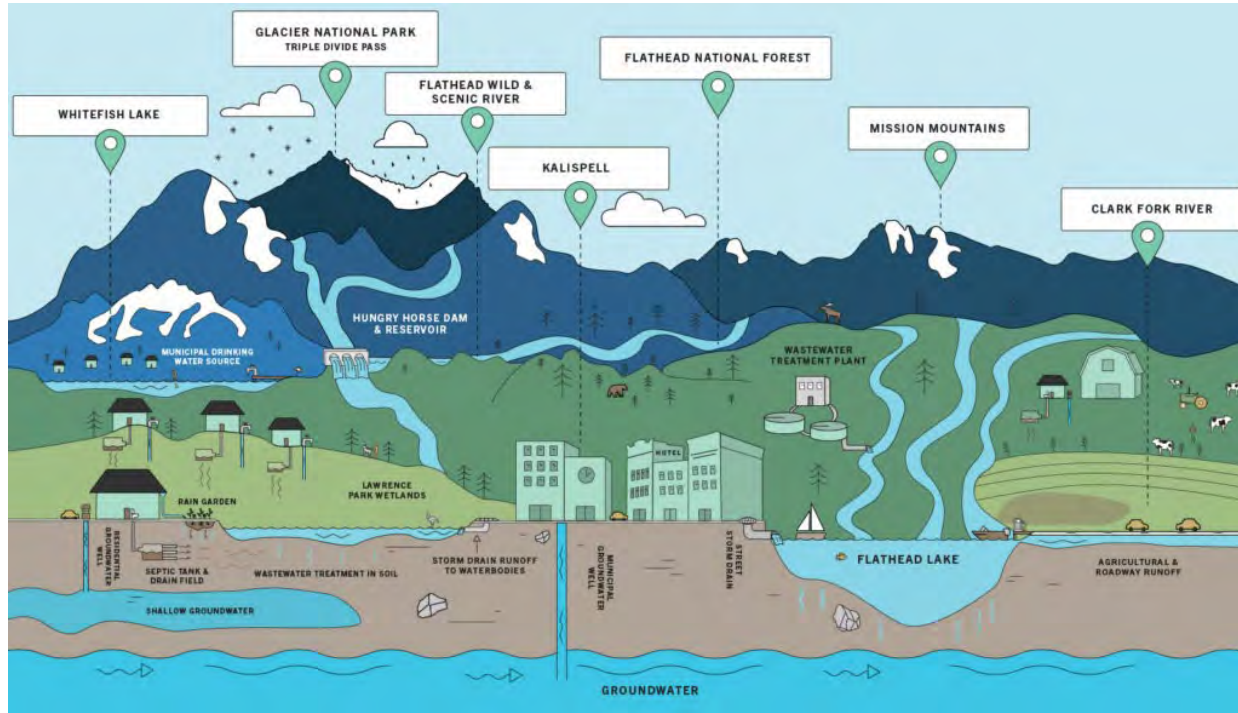


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# PARTNER RESOURCES



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# PARTNER RESOURCES

TABLETOP BANNER  
24" W X 54" H



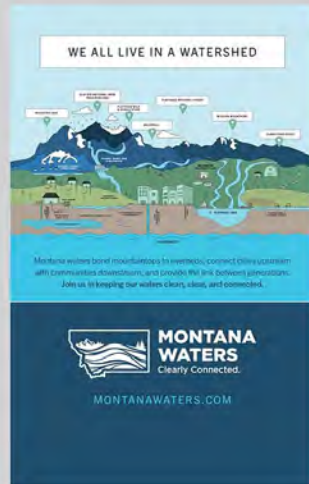
RETRACTABLE BANNER  
36" W X 90" H



RETRACTABLE BANNER  
36" W X 90" H



TABLETOP BANNER  
36" W X 54" H



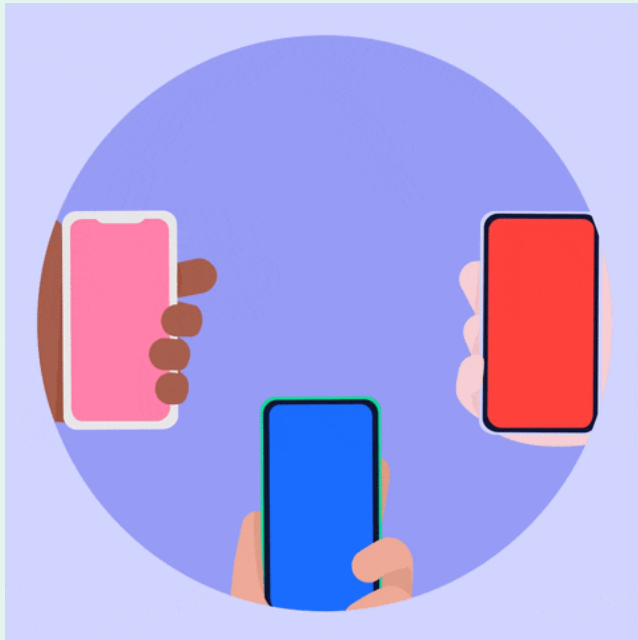
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# MEASURING SUCCESS

Communications



Behavioral change



Montana Waters recruitment



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[www.MontanaWaters.com](http://www.MontanaWaters.com)



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Be a #MontanaWatersSteward



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