

Editable Text by Water Program

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These lists of sample text can be used on flyers, websites, social media posts, etc. Use your own images or choose one of ours to provide along with the text.

We recognize that the provided text may not perfectly suit your needs, and you are welcome to edit as needed. Please allow us to review any significant changes to the wording to ensure accuracy.

General Water Programs

This section is intended for partners participating in multiple Resource Central water programs.

Resource Central Taglines

To empower people to live more sustainably and make conservation a way of life.
A waterwise, resilient, and waste-free Colorado.
Making waterwise yards the norm in Colorado.

Short Copy - *Great for social media captions, be sure to tag @resourcecentral!*

[Water Provider/Municipality] is excited to partner with conservation nonprofit Resource Central to help YOU save on your water bill. These programs provide the resources, tools, and services to transform your landscape into a waterwise paradise! Learn more at ResourceCentral.org/Water.

Reduce your outdoor water use with local nonprofit Resource Central's innovative water conservation programs. Get discounts on products and services through their partnership with [Water Provider/Municipality]. Learn more at ResourceCentral.org/Water.

Join the waterwise movement! [Water Provider/Municipality] is partnering with conservation nonprofit Resource Central to help you cut back on your outdoor water use. Visit ResourceCentral.org to learn more about the programs available to you.

Medium Copy - *Great for newsletters and to include on your website!*

Thirsty lawns are out, waterwise yards are in! [Water Provider/Municipality] is partnering with conservation nonprofit Resource Central to help you ditch the grass and replace it with a low-water garden that is sure to make your yard the talk of the town. Visit ResourceCentral.org/Water to learn more about programs available to you!

Dread your summer water bill? Tired of mowing your lawn? Join [Water Provider/Municipality] and conservation nonprofit Resource Central as we make waterwise landscaping the new norm in Colorado. With free sprinkler evaluations, discounted turf removal, low-water garden kits, and free waterwise gardening seminars, Resource Central provides you with the tools you need to create a waterwise oasis in your yard. Visit ResourceCentral.org/Water to learn more.

Top Benefits

Simple

Resource Central has the services, tools, and resources to take the guesswork out of low-water landscaping. Their dedicated program staff are there to help you make the switch while doing all the heavy lifting along the way.

Established

Resource Central has been helping water providers and municipalities across the Front Range save water for over twenty years. Our programs have helped thousands of participants save water, ditch their lawns, and plant low-water gardens.

Waterwise

We all know the true value of water is much higher than just the price you pay on your utility bill. Water is essential for the life that we love – in addition to basics like drinking water and agriculture, it also fuels our recreation, businesses, and (of course) beer. In a semi-arid state like Colorado, it's important for each of us to play our part, however small, in conserving such an important resource.

Garden In A Box

Program Taglines

Plant a new perspective.
Low-water gardening made easy.

General Short Copy - *Great for social media captions, be sure to tag @resourcecentral!*

[Water Provider/Municipality] is partnering with conservation nonprofit Resource Central to offer easy, DIY low-water perennial garden kits to transform your yard! Visit ResourceCentral.org/Gardens to claim your discount.

General Medium Copy - *Great for newsletters and to include on your website!*

Tackle that problem area in your yard once and for all by planting a beautiful, waterwise Garden In A Box this season. Professionally designed for Colorado yards, these kits can help save over 1,000 gallons of water every year compared to a traditional grass lawn. Starting at just \$132, these kits are beautiful AND affordable. Visit ResourceCentral.org/Gardens to order your waterwise Garden In A Box today, and claim a \$25 discount for [Water Provider/Municipality] customers/residents.

Top Program Benefits

Easy

With Garden In A Box's collection of starter plants, plant-by-number maps, and Plant & Care guides, low-water landscaping doesn't have to be intimidating. Simply pick up your pre-ordered plants at the event of your choice, take them home, and plant using the predesigned plans.

Support Pollinators and Wildlife

With natural habitats in decline, your garden can help restore vital ecosystem support while adding beauty and biodiversity to your yard.

Waterwise

In a semi-arid state like Colorado, it's important for each of us to play our part, however small, in conserving such an important resource. Garden In A Box low-water perennial plants help you save about 7,000 gallons of water over the garden's lifetime compared to a traditional lawn.

Seasonal Messaging Guide - Use these simplified, ready-to-post seasonal messages on your social media and in your organization communications.

PRE-SEASON (Jan - Feb)

GOAL: New garden designs are available for viewing on our [online store](#) by mid January. Encourage customers to sign up for email reminders ([Interest List](#)) to be reminded when the store opens and for insider knowledge on the garden collection.

[Water Provider/Municipality] is partnering with Resource Central to offer low water garden kits to help you cut back on water usage in your yard. Browse the new waterwise Garden In A Box collection today! Join the [Interest List](#) to be notified when gardens are available for preorder.

New Year's resolution to use less water or spruce up your yard? Low-water Garden In A Box kits are here to help! Learn more at [ResourceCentral.org/gardens](#)

Get your yard in shape this spring with Garden In A Box. Preview this year's collection now and sign up for the [Interest List](#) to be reminded when gardens are available for preorder.

SPRING SEASON (Mar - May)

GOAL: Ordering for spring pickup begins March 11 [on our website](#) while supplies last (typically until late April/early May). Encourage customers to purchase early to ensure discount availability and full choice of garden options and pickup dates!

Garden In A Box kits are AVAILABLE NOW! Order now, pick up and plant in May or June, and enjoy all summer long. As a [Water Provider/Municipality] customer/resident, you're eligible for \$25 off these beautiful, waterwise garden kits. Browse the full collection of eye-popping gardens and get yours today at [ResourceCentral.org/Gardens!](#)

Want a professionally designed AND waterwise yard? Garden In A Box kits are specifically tailored to Colorado and remove the gardening guesswork with simple plant-by-number maps. As a [Water Provider/Municipality] customer/resident, you may be eligible for \$25 discount! Learn more at [ResourceCentral.org/Gardens](#).

Tired of watering your thirsty lawn? [Water Provider/Municipality] partners with Garden In A Box to help you convert thirsty lawn to drought-tolerant perennial gardens! As a [Water Provider/Municipality] customer/resident, you may be eligible for a \$25 discount. Claim your discount and purchase today at [ResourceCentral.org/Gardens!](#)

***** JUNE - SEPTEMBER marketing is for late summer season partners or partners who had unclaimed discounts that rolled over from the spring season *****

LATE SUMMER SEASON (Jun - Aug)

GOAL: Ordering for spring pickup begins June 24 [on our website](#) while supplies last (typically through August). Encourage customers to purchase early to ensure discount availability and full choice of garden options and pickup dates!

Did you know late summer is a great time to plant perennials? Plus, it's never too late to stop wasting water on your lawn! Check out the Garden In A Box collection at ResourceCentral.org/Gardens and replace your lawn with a beautiful garden!

Get a leg up on spring! Perennials planted in the late summer have less transplant shock, develop healthy roots faster, and may use less water during establishment. Plant a new perspective with Garden In A Box and order now at ResourceCentral.org/Gardens.

The heat of the summer is nearly behind us, but the planting season isn't over yet! Plant a low water garden in late summer and enjoy a burst of color come spring! As a [Water Provider/Municipality] customer/resident, you may be eligible for a \$25 discount. Learn more at ResourceCentral.org/Gardens.

POST-SEASON (Sept - Dec)

Goal: Gardens are NOT available for browsing, purchasing, or pickup. However, Gift Certificates are available for purchase at any time for use during spring or late summer seasons. Interested parties can sign up for next season's [Interest List](#)!

Thanks to Resource Central's amazing Garden In A Box Program, [number of customers] [Water Provider/Municipality] customers planted beautiful low-water gardens across our community! Check out WaterwiseYards.org to see their projects and learn how to plan yours for next year.

Notice all the amazing waterwise yards sprouting up across [city] this year? Much of that is thanks to our partnership with local nonprofit Resource Central and their Garden In A Box Program. Sign up for their [Interest List](#) to get a jump start on your project for next year!

Lawn Replacement

Program Tagline

Your waterwise journey starts here!

General Short Copy - *Great for social media captions, be sure to tag @resourcecentral!*

Your waterwise journey starts here! [Water Provider/Municipality name] and conservation nonprofit Resource Central can help you replace up to 425 sq ft of thirsty turf into a low-water landscape for only \$1 per sq ft. Learn more about the Lawn Replacement program: ResourceCentral.org/lawn

Ready to say goodbye to your thirsty grass? Let [Water Provider/Municipality name] and Resource Central help you transition to a beautiful, low-water landscape. Check if you're eligible for a discount and explore the Lawn Replacement program: ResourceCentral.org/lawn

Curious about creating a waterwise landscape? [Water Provider/Municipality name] and local conservation nonprofit Resource Central can make the transition easier. Get started and check if you're eligible for a discount: ResourceCentral.org/lawn!

General Medium Copy - *Great for newsletters and to include on your website!*

Start your waterwise journey, and we'll do the dirty work! Now's the perfect time to replace your grass for a yard that's beautiful, waterwise, and built to thrive. Resource Central's Lawn Removal team takes care of removing and hauling away that thirsty turf so you don't have to lift a finger. Thanks to [Water Provider/Municipality name], your project could cost only \$1 per sq ft, up to 425 sq ft. Learn more and apply today! ResourceCentral.org/lawn

Wishing your yard used less water? If you're looking for a meaningful way to conserve, try removing a portion of your thirsty grass. [Water Provider/Municipality] and local nonprofit Resource Central have teamed up to offer flexible Lawn Replacement options that help you reduce outdoor water use. You may be eligible for lawn removal services that cost only \$1 per sq ft up to 425 sq ft of your project! Learn more at ResourceCentral.org/lawn.

Top Program Benefits

Help Save Water

In Colorado's dry climate, small landscaping changes can add up to big water savings. Replacing your thirsty lawn with low-water perennial plants can help you save over 7,000 gallons of water over the garden's lifetime compared to a traditional lawn. Learn more about Lawn Replacement at ResourceCentral.org/lawn.

Create Natural Habitat

Did you know that replacing thirsty lawns with waterwise native plants helps create biodiversity? You'll be creating a low-water habitat to support pollinators like bees, butterflies, and hummingbirds, plus it adds color and variety to your yard. Learn more at ResourceCentral.org/lawn.

Beautiful Low-water Yards Made Easy

Converting thirsty lawn into a waterwise landscape can be exhausting, but conservation nonprofit Resource Central will handle the hard work. Their local team removes and hauls away unwanted turf for you, jump-starting your yard's transformation so you can focus on planting a beautiful, waterwise garden. Learn more at ResourceCentral.org/lawn.

Seasonal Messaging Guide - *Use these simplified, ready-to-post seasonal messages on your social media and in your organization communications.*

PRE-SEASON (Jan - March)

GOAL: Applications open March 9 and are available on the [Lawn Replacement Program webpage](https://ResourceCentral.org/lawn). Encourage your customers to apply!

New Year = New Yard! Make 2026 the year you join Coloradans in replacing thirsty lawn with a waterwise landscape. We've partnered with conservation nonprofit Resource Central to offer lawn removal for only \$1 per sq ft, up to 425 sq ft. Learn more at ResourceCentral.org/lawn.

Ready to save water while making your yard more pollinator friendly? Join Coloradans in swapping thirsty grass for a waterwise landscape with Resource Central's Lawn Replacement program! Apply now at ResourceCentral.org/lawn.

Invite pollinators and neighbors to enjoy your new garden with Resource Central's Lawn Replacement program. Their team removes part of your lawn, creating space for you to

plant a waterwise garden you'll love. Start your project at \$1 per sq ft of lawn removal, up to 425 sq ft. Learn more at ResourceCentral.org/lawn.

APPLICATION SEASON (March - May)

GOAL: Lawn Removal Service projects start in mid-May, depending on weather. Continue pushing application submission, if space and funding remain.

Ready to cut back on outdoor water use? Conservation nonprofit Resource Central removes sections of high-water intensive grass so you can plant a waterwise, sustainable landscape. Learn more at ResourceCentral.org/lawn.

Spend less time mowing and more time enjoying a beautiful waterwise garden! Resource Central is helping community members save water by removing sections of thirsty grass lawn. Save water, and time! Learn more at ResourceCentral.org/lawn.

Imagine a yard that looks great without all the mowing and high water use. By helping remove part of your thirsty lawn, nonprofit Resource Central helps clear the way for you to create a waterwise space that's easier to care for and more sustainable. While they can't stop the weeds, they can make it easy to start your waterwise journey! Check out the program at ResourceCentral.org/lawn.

LAWN REMOVAL SEASON (May - Sept)

GOAL: Continue pushing application submission, if space and funding remain.

Summer may be here, but you can still spring into action and tackle your landscaping projects! Apply for the Lawn Replacement program and Resource Central can help remove some of your grass, leaving you with the space for a beautiful, waterwise landscape! You may even be eligible for a discount! Learn more at ResourceCentral.org/lawn.

There's still time to make space for your dream low-water landscape! The Lawn Replacement program in partnership with Resource Central will help you ditch that thirsty grass for a native landscape! Learn more at ResourceCentral.org/lawn.

Need help finishing your summer yard projects? Resource Central can lend a hand by removing some of your grass lawn, leaving you with space for a waterwise garden! Learn more at ResourceCentral.org/lawn.

LATE SEASON (Oct - Dec)

GOAL: Final Lawn Removal appointments wrap up in late September, depending on weather. Solicit enrollment for next year by having folks sign up for our [Interest List](#)!

Thanks to our water conservation partnership with Resource Central, [number of customers/residents] community members took the leap and switched from thirsty lawn to beautiful low-water landscapes through the Lawn Replacement program! Check out WaterwiseYards.org to see their projects and learn how to plan yours for next year.

Notice all the amazing waterwise yards sprouting up across [city] this year? Much of that is thanks to our partnership with Resource Central and their Lawn Replacement program. Sign up for their [Interest List](#) to get a jump start on your project for next year!

Slow the Flow

Program Tagline

Optimize your water use.

General Short Copy - *Great for social media captions, be sure to tag @resourcecentral!*

Get the most out of your sprinkler system! Visit ResourceCentral.org/Sprinklers to sign up for a FREE Slow the Flow sprinkler evaluation today, and learn how you can use your outdoor water wisely.

General Medium Copy - *Great for newsletters and to include on your website!*

Just like a car, your sprinklers need an occasional check-up. Get a FREE Slow the Flow sprinkler evaluation from Resource Central, thanks to [Water Provider/Municipality]! An evaluation could help you save thousands of gallons of water each year, and it's easy to sign up and schedule. Simply register at ResourceCentral.org/Sprinklers or call (303) 999-3824.

Think of your sprinklers as part of your outdoor care routine. A FREE Slow the Flow sprinkler evaluation from Resource Central, made possible by [Water Provider/Municipality], gives you a clear picture of how to use water more efficiently. In about 75 minutes, you'll get expert guidance, waterwise insights, and simple steps to help cut outdoor water use. Sign up today at ResourceCentral.org/Sprinklers or call (303) 999-3824.

Program Benefits

Water Saving

In a semi-arid state like Colorado, it's important for each of us to play our part, however small, in conserving such an important resource. A Slow the Flow sprinkler evaluation could save up to 5,000 gallons of water per year by providing maintenance recommendations and a customized watering schedule to help you water your lawn more efficiently.

Routine Maintenance

Without routine maintenance, sprinkler systems can end up wasting huge amounts of water. Our technicians are here to help identify problem areas and efficiency issues. They'll make minor adjustments to sprinkler heads so water is getting where it needs. They'll also check the rate and distribution of water from your sprinklers to create a custom watering schedule for you.

Registration Steps

Sign up for a sprinkler evaluation in just two easy steps!

STEP 1: Get on our interest list.

[Register online](#) or call 303-999-3824. Registering adds you to the interest list and ensures you'll receive notifications of upcoming appointment availability.

STEP 2: Schedule your evaluation.

If we are scheduling in your area at the time you register, you may have the option to schedule your appointment immediately. Otherwise, the Slow the Flow team will reach out to schedule your evaluation when appointments become available in your area.

Seasonal Messaging Guide - *Use these simplified, ready-to-post seasonal messages on your social media and in your organization communications.*

PRE-SEASON (Jan - Apr)

GOAL: Registration is open year-round on our [website](#). Encourage your customers to join the [Interest List](#) for program updates.

Take the guesswork out of watering your lawn! Sign up to get a FREE sprinkler evaluation this summer from Resource Central's Slow the Flow program, courtesy of [Water Provider/Municipality], at [ResourceCentral.org/Sprinklers](#).

Warm-weather days will be back before you know it, so now's a great time to make sure your sprinklers are ready to roll. Get a FREE sprinkler evaluation through Resource Central's Slow the Flow program, made possible by [Water Provider/Municipality]. Our team checks how well your system is working and gives you simple water-saving tips along with a personalized watering schedule to keep your lawn happy all summer. Learn more at [ResourceCentral.org/Sprinklers](#).

SCHEDULING SEASON (May - Aug)

GOAL: Scheduling begins mid-May for appointments beginning in June. Interest List members are invited to schedule an appointment given availability in their service area. Continue encouraging registration.

Pssst! Have you heard that the Resource Central's Slow the Flow program is offering FREE sprinkler evaluations this summer thanks to [Water Provider/Municipality]? Register online at [ResourceCentral.org/Sprinklers](#) to get custom tips on programming your control

clock and optimizing your water use.

Looking to use less water this summer? Thanks to [Water Provider/Municipality]'s partnership with Resource Central, you can get a FREE Slow the Flow sprinkler evaluation. Our technicians check how efficiently your system is running and create a personalized watering schedule so you're supporting a healthy landscape without wasting a drop.

APPOINTMENT SEASON (Jun - Sept)

GOAL: Registered customers will be invited to schedule an appointment given availability in their service area. The program ends in September depending on demand and weather. Promote early in the application season.

Get the most out of your sprinkler system! Learn how to use your outdoor water wisely with a FREE sprinkler evaluation from Resource Central's Slow the Flow program – brought to you at no cost thanks to [Water Provider/Municipality]! Visit ResourceCentral.org/Sprinklers to learn more and to sign up.

Did you know that Colorado households use over 50% of their water outdoors? Take control of your watering this summer with a FREE sprinkler evaluation from Resource Central's Slow the Flow program. Appointments are limited – [sign up today!](#)

POST-SEASON (Oct - Dec)

GOAL: The program has ended for the year, but registration is open for the next season. Begin generating the Interest List for next year.

Start next summer off on the right foot! Join the Slow the Flow Interest List to receive a FREE sprinkler evaluation from Resource Central next year. We'll test your system, check for water-wasting issues, and provide a customized watering schedule to help you irrigate more efficiently! Visit ResourceCentral.org/Sprinklers to learn more and to sign up.

Waterwise Yard Seminars

Program Tagline

Free low-water landscaping advice

General Short Copy - *Great for social media captions, be sure to tag @resourcecentral!*

Join [Water Provider/Municipality] and Resource Central for FREE Waterwise Yard Seminars this gardening season! These online seminars are open to everyone, from the budding gardener to the seasoned pro. Learn more at ResourceCentral.org/Seminars.

General Medium Copy - *Great for newsletters and to include on your website!*

Want to turn your yard into a low-water paradise that saves water, reduces costs, and provides a home for pollinators? Let us help! Join a FREE Waterwise Yard Seminar, proudly sponsored by [Water Provider/Municipality], and learn how to transform your lawn into a thriving, sustainable landscape. Local experts cover garden design, plant selection, irrigation tips, and more. Find upcoming seminars and register for free at ResourceCentral.org/Seminars.

Program Benefits

Help Save Water

Water is one of Colorado's most precious resources, but where do you start when it comes to saving water in your own yard? Waterwise Yard Seminars make it easy, walking you through how to turn a thirsty lawn into a stunning, low-water landscape, covering design, plant choices, smart irrigation, and more.

Create Natural Habitat

Each year, local nonprofit Resource Central partners with local water partners and municipalities to offer more than 25 online Waterwise Yard Seminars focused on sustainable Colorado landscaping. Learn how to swap outdated lawns for vibrant low-water gardens that attract pollinators and create wildlife habitat.

Seasonal Messaging Guide - *Use these simplified, ready-to-post seasonal messages on your social media and in your organization communications.*

PRE-SEASON (Jan)

GOAL: Seminar registration for the early seminar season is open and available on the [Waterwise Yard Seminar webpage](#). Promote seminar registration.

It's never too early to start planning your dream yard! Join a FREE Waterwise Yard Seminar sponsored by [Water Provider/Municipality] and learn how to transform your thirsty lawn into a thriving, low-water landscape. Explore upcoming presentations and register for free at ResourceCentral.org/Seminars.

Spring is just around the corner! Plan your dream yard with FREE online seminars taught by local pros and sponsored by [Water Provider/Municipality]. Learn about native plants, pollinator-friendly gardens, low-water landscaping, and strategies to reduce outdoor water use. Check out upcoming presentations and register at ResourceCentral.org/Seminars.

SEMINAR SEASON (Feb - Aug)

GOAL: Seminar presentations start in early February and conclude in late August. Seminars will be released for registration on a rolling basis throughout the season. Continue promoting registration for remaining seminars as seminars are released. Highlight success of completed seminars.

Who's ready to get out and enjoy their garden?! Start the season off right by attending a Waterwise Yard Seminar, brought to you by [Water Partner] and Resource Central! These free virtual sessions, led by local experts, are packed with tips on plant care, garden design, low-water landscaping, and more. Reserve your spot today at ResourceCentral.org/Seminars.

Learn the garden "buzz" at Resource Central's Waterwise Yard Seminars, proudly sponsored by [Water Provider/Municipality]! Whether you're a seasoned gardener or just starting out, local experts will share tips and strategies to help you create the most stunning, waterwise yard on the block. Explore the full schedule and register for free at ResourceCentral.org/Seminars.

You don't need to be a professional to have a beautiful garden! Join Resource Central's free, expert-led online Waterwise Yard Seminars this month and learn everything you need to transform your yard into a thriving, low-water landscape. Register today at ResourceCentral.org/Seminars.

POST-SEASON (Sept - Dec)

GOAL: Seminars have concluded. Registration is no longer available, but customers can sign up for next year's notification list on our [Waterwise Yards Seminars webpage](#). They can also watch recorded seminars on our [YouTube channel](#).

Success! [Water Partner Utility] and conservation nonprofit Resource Central teamed up to host an outstanding season of Waterwise Yard Seminars, sharing landscaping knowledge for FREE! Didn't get to catch one this year? Watch this year's seminars on demand at [YouTube.com/@ResourceCentral](https://www.youtube.com/@ResourceCentral).

Learning doesn't have to stop when the growing season ends! Explore free, on demand landscaping seminars for expert advice year-round at [YouTube.com/@ResourceCentral](https://www.youtube.com/@ResourceCentral).

Joint Program Text:

Lawn Replacement and Garden In A Box Programs

Participating in both our Lawn Replacement and Garden In A Box programs? While we provide program-specific verbiage above, you can also use these ready-to-go text options to promote both programs together with ease.

Swap thirsty grass for a vibrant, low-water garden! With conservation nonprofit Resource Central's Lawn Replacement & Garden In A Box programs - plus discounts from [Water Provider/Municipality] - saving water and beautifying your yard has never been easier. Claim your offer at ResourceCentral.org/Water.

Ready to save water AND make your yard more beautiful? Join Coloradans in swapping thirsty lawn for low-water perennial gardens with Resource Central's Lawn Replacement and Garden In A Box programs! Thanks to [Water Provider/Municipality], you could be eligible for discounted services towards your yard transformation. Learn more at ResourceCentral.org/Water.

Swap your thirsty turf for a beautiful, low-water garden with Resource Central! Their Lawn Replacement program handles the hard work, removing your grass to make way for easy-to-install perennial garden kits from Garden In A Box. See how much you can save with discounts from [Water Provider/Municipality] at ResourceCentral.org/Water.

Ready to save water? Transform your thirsty lawn into a beautiful low-water perennial garden with Resource Central's Lawn Replacement & Garden In A Box programs. Thanks to [Water Provider/Municipality], you could be eligible for discounted garden kits and lawn removal service! Claim your discount today at ResourceCentral.org/Water.

Don't be intimidated by a big yard makeover! Resource Central's Lawn Replacement program does the hard work of removing your grass for you, while Garden In A Box provides you with a complete kit of carefully selected plants and a ready-to-go garden design. All you have to do is plant and enjoy! To make the deal even sweeter, you may also be eligible for discounted garden kits and lawn removal service with deals from [Water Provider/Municipality]. Learn more at ResourceCentral.org/Water.