



Below are samples of the MMSD outreach and marketing efforts to our community for the Water Drop Alert™ initiative.

Milwaukee Metropolitan Sewerage District - MMSD  
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Water Drop Alert has ended. Thank you for limiting your water usage to reduce water pollution.

Water Drop Alert has been issued!  
Until the rain passes, please try and use less water to reduce the risk of basement backups and sewer overflows.

- Hold off on washing dishes
- Do the laundry tomorrow
- Take a shorter shower

TEXT: WATERDROP to 797979 to sign up for alerts.  
For water reclamation facility and deep tunnel updates: <https://bit.ly/2p6eWTB>

**WATER DROP ALERT™**

**USE LESS WATER DURING HEAVY RAINS!**

Get More Likes, Comments and Shares  
When you boost this post, you'll show it to more people.

93,222 People Reached      9,087 Engagements      Boost Post

Terry Martynski, Kusuma YV and 98 others      16 Comments 517 Shares



**Social Media:** The MMSD Water Drop Alert™ Facebook post from the May 2020 rain event.



**Billboard advertising:** Water Drop Alert™ ads ran (free) on billboards in the MMSD service area in 2020.



**Email Newsletter:** Water Drop Alert™ banner added to quarterly MMSD Blue Notes email newsletter.

Text **WATERDROP** to **797979** to receive alerts.



**MMSD Website:**

Call-to-Action Water Drop Alert™ banners added to website pages.

- <https://www.mmsd.com/what-you-can-do>
- <https://www.mmsd.com/about-us/weather-center>
- <https://www.mmsd.com/what-we-do/wastewater-treatment/overflows>
- <https://www.mmsd.com/news-resources>

**HOW CAN YOU HELP REDUCE OVERFLOWS?**



**Text: WATERDROP to 797979**

Receive Water Drop Alert text messages when large storms threaten the area. When a Water Drop Alert has been issued a reminder is sent to use less water until the storm passes.

**What do you do when an alert is issued?**

Try to use less water until the storm passes.

- Hold off on washing dishes and laundry
- Take a shorter shower



**Install a Rain Barrel**

Get FREE water by the barrel from your roof and use it when it's dry outside to use in your landscape. Rain barrels help keep excess water out of the sewer system and help reduce water pollution.



**Downspout Disconnection**

Every downspout on your home can send 12 gallons of water a minute to the sewer system, which increases the risk of basement backups and sewer overflows. Disconnect and help keep excess water out of sanitary sewers.

The Water Drop Alert™ pop-up sign-up form on the “What You Can Do” section of the MMSD website.

- <https://www.mmsd.com/what-you-can-do>



**Sign Up For Water Drop Text Alerts**

Help protect Lake Michigan and keep water out of your basement during rain events.

PHONE NUMBER

FIRST NAME

LAST NAME

**JOIN NOW**

Msg & data rates may apply. To unsubscribe, text STOP to 797979. For help text HELP anytime. Up to 3 msg/per weather event. Your privacy is always protected and your information will not be shared.