

**PLANT NATIVES**  
Get Back To Your Roots

MAKE A DIFFERENCE!

Take a Plant Pledge at  
Your Clear Choices Clean Water URL Here

**Front**

**Make a Clear Choice for Clean Water**

- Creating a rain garden or growing native plants along your shoreline is a great way to protect our lakes and streams.
- Native plant roots can easily grow 3-4 feet down into the soil making them especially well suited to enrich soil and hold it in place while absorbing pollutants and nutrients.
- Native plants help discourage waterfowl (like Canada geese) from lawns and shorelines too.

Not sure where to start with native plants?  
Need planting plans and weed identification tips?  
Learn more about how you can make a difference at:  
Your Clear Choices Clean Water URL Here / plants

**TAKE AN ACTION PLEDGE!**

**YOUR LOGO HERE**

Secondary Logo or Tagline - Get Back To Your Roots

**CLEAR CHOICES CLEAN WATER**  
NATIVE PLANTS & GARDENS

**Back**

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**FERTILIZE LAWNS LESS**  
It Grows Algae Too

MAKE A DIFFERENCE!

Take a Lawn Fertilizer Pledge at  
Your Clear Choices Clean Water URL Here

**Make a Clear Choice for Clean Water**

- By using phosphorus-free fertilizer, less fertilizer, or no fertilizer on your lawn, you can help prevent water pollution problems like excessive weeds, algae blooms and toxins, bad tasting and smelling water, and low oxygen for fish and other aquatic critters!
- Just one pound of phosphorus can grow 500 pounds of algae!

Not sure if your lawn needs fertilizer?  
Want to know how various fertilizers are different?  
Learn more about how you can make a difference at:  
Your Clear Choices Clean Water URL Here / lawns

**TAKE AN ACTION PLEDGE!**

**YOUR LOGO HERE**

Secondary Logo or Tagline - It Grows Algae Too

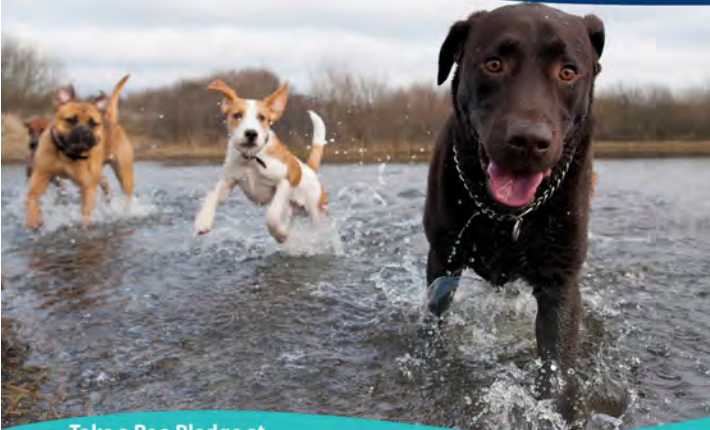
**CLEAR CHOICES CLEAN WATER**  
LAWN FERTILIZER

# PICK UP PET POO



It All  
Piles Up

MAKE A DIFFERENCE!



Take a Poo Pledge at  
Your Clear Choices Clean Water URL Here

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## Make a Clear Choice for Clean Water



- By picking up after your pets and disposing of the waste properly, you are reducing bacterial levels in our waters!
- There are over 83 million dogs in the United States, that could produce 22.7 billion pounds of waste per year. It would take at least three scoops the length of a football field and 800 feet tall to dispose of all that waste.

Not sure about the best thing to do after you scoop?  
Learn more about how you can make a difference at:

Your Clear Choices Clean Water URL Here / pets

**TAKE AN ACTION PLEDGE!**

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Secondary Logo  
or Tagline - *It All  
Piles Up*



Back

# CONSERVE WATER



Small Drops,  
Big Impact

MAKE A DIFFERENCE!



Take a Conservation Pledge at  
Your Clear Choices Clean Water URL Here

## Make a Clear Choice for Clean Water



- The average American family uses more than 300 gallons of water per day at home.
- It is estimated that nearly 60% of a person's household water use goes towards lawn and garden maintenance.
- Dripping faucets and spigots can waste as much as 2,700 gallons of water per year.
- Simple changes, such as reducing your shower time by 2 minutes, can save up to 1,800 gallons of water a year.

Need more tips on how to conserve water?  
Learn more about how you can make a difference at:

Your Clear Choices Clean Water URL Here / conserve

**TAKE AN ACTION PLEDGE!**

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Secondary  
Logo or Tagline  
- *Small Drops,  
Big Impact*



# GROW SOIL HEALTH

Unlock the Secrets in the Soil



MAKE A DIFFERENCE!



Take a Soil Health Pledge at Your Clear Choices Clean Water URL Here

Front

## Make a Clear Choice for Clean Water



- A healthy soil is one that has many different types of microbes, lots of root and worm channels, and enough organic matter to help store moisture.
- Planting cover crops and rotating crops will help increase microbe diversity and make your soil better for growing.
- The year-round root channels created by cover crops increase your soil's ability to absorb rain water, resulting in less watering for you and reliable groundwater supplies.
- A healthy soil, rich in organic matter, works to reduce water pollution.

Learn more about how you can make a difference at: [Your Clear Choices Clean Water URL Here / soils](#)

TAKE AN ACTION PLEDGE!

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Secondary Logo or Tagline - *Unlock the Secrets in the Soil*



Back

# SUPER KIDS

Be A Clean Water Superhero



MAKE A DIFFERENCE!



Take a Kids Pledge at Your Clear Choices Clean Water URL Here

## Be A Clean Water Superhero!

Find the word in bolded text!

- Our lakes and rivers supply **DRINKING WATER**
- Plant **NATIVE PLANTS** to absorb nutrients and reduce runoff
- Turn off the **FAUCET** when brushing your teeth
- Pick up your pet's **POO**
- Help keep our water **SAFE** from pollution
- Don't **LITTER** and pick up **TRASH** when you can
- Keep **LEAVES** and other debris cleared away from storm drains
- Take **CLEAR CHOICES** action **PLEDGES** as a family
- **FISH, FROGS,** and **TURTLES** need clean water too
- Do one thing from this list and be a clean water **SUPERHERO!**

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YOUR LOGO HERE

Secondary Logo or Tagline - *Be A Clean Water Superhero*



**What Goes Down Comes Back Around**

# MAINTAIN YOUR SEPTIC SYSTEM

**MAKE A DIFFERENCE!**




Take a Septic Pledge at  
Your Clear Choices Clean Water URL Here

**Front**

## Make a Clear Choice for Clean Water



- Maintaining your septic system on a regular basis is a simple way you can prevent sewage, harmful nutrients, and dangerous bacteria from getting into our lakes and streams!
- It is estimated that the 200,000 failing septic systems in Indiana are introducing approximately 15.3 billion gallons of raw sewage into the environment annually.

**Not sure about how to care for an aging septic system?  
Want to know how your septic system works?  
Learn more about how you can make a difference at:**

Your Clear Choices Clean Water URL Here / septic

### TAKE AN ACTION PLEDGE!

**YOUR LOGO HERE**

**Secondary Logo or Tagline**  
- **What Goes Down Comes Back Around**



**CLEAR CHOICES CLEAN WATER**  
SEPTIC MAINTENANCE



**Back**

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**Water, It's Worth Your Time**

# ADOPT - A - STORM DRAIN

**MAKE A DIFFERENCE!**

Take a Service Pledge at  
Your Clear Choices Clean Water URL Here

## Make a Clear Choice for Clean Water



- Keeping storm drain inlets clean is a great way to protect our lakes and streams and prevent street flooding.
- Even natural materials like leaves and grass clippings can have a negative impact on water quality.
- Raking, bagging, mulching and/or composting leaves and yard waste is a simple way to help protect our water.

**Consider adopting a storm drain in your neighborhood.  
Learn more about how you can make a difference at:**

Your Clear Choices Clean Water URL Here / service

### TAKE THE PLEDGE!

**YOUR LOGO HERE**

**Secondary Logo or Tagline**  
- **Water, It's Worth Your Time**



**CLEAR CHOICES CLEAN WATER**  
VOLUNTEER SERVICE