

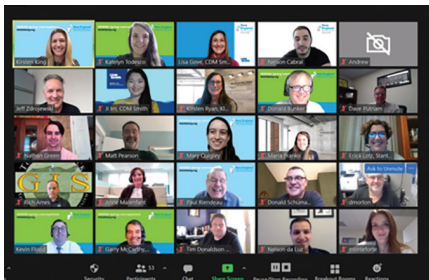
"The transition from the classroom to online learning was seamless. I was concerned that I would not be able to fully understand the hands-on labs when they went online...I actually found it more helpful online because I could go back and watch the lab again if I did not understand a portion of it."

~ 12-week Concepts and Practices Student – Summer 2020

For nearly 140 years NEWWA has served drinking water professionals through education and training. We're dedicated to our mission and we need your help to improve the learning experience for our students and the expertise of your employees.

How supporting NEWWA's online efforts can benefit YOU:

- ◆ Be recognized as a technological leader by thousands of NEWWA members and water professionals each year.
- ◆ Expand your reach across the water works profession – within New England and beyond.
- ◆ Help YOUR association enhance the quality of its online courses and events, which improves the knowledge of students and elevates the quality of the employment pool.
- ◆ Allow employees to receive high quality training while remaining within your service area.



COVID-19 forever changed how NEWWA would provide education to its members—literally overnight. From never offering online learning to pivoting and ultimately serving 2,000 students via 200 courses and events with quick-thinking ingenuity and available equipment, NEWWA allowed its students, operators, and members to maintain critical licenses via a virtual platform during the pandemic.

Throughout 2020/2021, NEWWA built a solid reputation for producing high quality online content. However, as we look ahead to the evolving training needs and new preferences of our members, it is apparent that professional AV equipment and cloud-based software upgrades are necessary to continue to produce and enhance these services our students and members have already embraced.

This is where NEWWA needs YOUR help to implement these mission-critical items:

Classroom Enhancements

Plans for the classrooms as well as backflow laboratory at NEWWA's headquarters in Holliston, MA, include:

- ◆ Ceiling-mounted projectors, microphones, and speakers for in-class presentations.
- ◆ Cameras to simultaneously capture speakers and whiteboard content, and act as portable document cameras.
- ◆ Wall-mounted touchscreen panels to control the systems.
- ◆ Surface-mounted, manual operation projection screens.
- ◆ 75-inch flat-panel TVs for displaying video content.
- ◆ Equipment racks with computer connections, audio and video switches, digital signal processors, and central control processors.

Portable Digital Cart

The portable digital cart will allow NEWWA to offer online training in any of the classrooms when one is occupied by in-person events. The cart could also be utilized for video conferencing for board and/or committee meetings. Specific features include remote control operation and an all-in-one type, multifunction soundbar with integrated speakers and microphone to support playback and conferencing audio.

Learning Management System

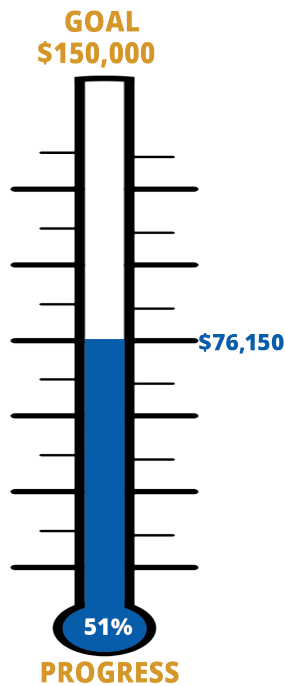
A learning management system (LMS) is a software application that provides support for all aspects of online learning and is designed to simplify and improve efficiency in delivering training.

LMS benefits include:

- ◆ Reduction in staff time to monitor and administer training (specifically online).
- ◆ Organizes online learning content into one location. Currently NEWWA utilizes Dropbox for transferring large files to students and Zoom for live, instructor-led online training. A LMS would allow NEWWA to populate virtual training rooms with all student materials.
- ◆ Unlimited access by students and attendees to online learning materials such as handouts, presentations, session recordings, worksheets, quizzes, labs, and training videos.
- ◆ Easy attendance management for large online classes via virtual sign-in and sign-out sheets, including credit hour administration post-event.



Thank you for your consideration and support!



OUR FUND RAISING GOAL

Virtual Technology Campaign Sponsorship Levels – Goal is \$150,000 raised by December 31, 2021

We thank you for your consideration in sponsoring all or a portion of one of the initiatives listed above. The below details each level, including benefits per level. All sponsors will receive recognition for 5 years beginning January 1, 2022.

THANK YOU TO THE FOLLOWING DONORS AS OF OCTOBER 25, 2021

CHAMPION LEVEL

CDM Smith

PATRON LEVEL

Stantec

FRIEND LEVEL

Environmental Partners ♦ Everett J. Prescott, Inc. ♦ Grafton Water District
R.H. White Construction ♦ TI-SALES ♦ Weston & Sampson ♦ Woodard and Curran

BOOSTER LEVEL

Acton Water District ♦ Brunswick/Topsham Water District ♦ Electrical Installations, Inc.
Jeff Zdrojewski ♦ Pennichuck Water Works ♦ Putnam Pipe ♦ Tata & Howard ♦ Wright-Pierce

ENERGIZER LEVEL

Anonymous ♦ DN Tanks ♦ George Allan ♦ McEnroe Consulting LLC
North Chelmsford Water District ♦ Tom LeCourt

Sponsor Level	No. at this Level	Amount	Benefits per Level
Champion	Limited to 1	\$20,000	<ul style="list-style-type: none"> ♦ Exclusive 30-second sponsor video to be shared at the beginning of EACH NEWWA virtual training course/event. ♦ Logo with link to company website in the Outlook calendar course/event confirmation email sent by NEWWA's registrar. ♦ Large logo on NEWWA's fundraising webpage near the fundraising gauge (page will be active until January 1, 2027). ♦ Exclusive logo featured on virtual course/event welcome slide. ♦ Name and logo prominently featured on sponsors' campaign plaque to be mounted at NEWWA headquarters. ♦ Logo and feature article in Spring 2022 issue of the Source as well as E-Source detailing why supporting NEWWA is important to your company. ♦ Large logo and recognition in NEWWA's 2022 Annual Report.
Patron	Up to 5	\$10,000	<ul style="list-style-type: none"> ♦ Logo with link to company website in the Outlook calendar course/event confirmation email sent by NEWWA's registrar. ♦ Logo on NEWWA's fundraising webpage (page will be active until January 1, 2027). ♦ Logo on virtual course/event scrolling introduction slides. ♦ Name and logo featured on sponsors' campaign plaque to be mounted at NEWWA headquarters. ♦ Logo in Spring 2022 issue of the Source and E-Source.
Friend	Up to 12	\$5,000	<ul style="list-style-type: none"> ♦ Name on NEWWA's fundraising webpage. ♦ Name on virtual course/event scrolling Introduction slides. ♦ Name on sponsors' campaign plaque to be mounted at NEWWA headquarters. ♦ Name listed in Spring 2022 issue of the Source and E-Source.
Booster	Unlimited	\$1,000 and under	<ul style="list-style-type: none"> ♦ Name listed in Spring 2022 issue of the Source. ♦ Name on sponsors' campaign plaque to be mounted at NEWWA headquarters.
Energizer	Unlimited	\$100-\$500	<ul style="list-style-type: none"> ♦ Name on sponsor's campaign plaque to be mounted at NEWWA headquarters.
All donors will receive a receipt for tax purposes.			

Contact NEWWA Fundraising Committee co-chairs Savas Danos at scdanos@gmail.com or Bernie Rousseau at bern_rousseau@comcast.net with any questions or to make a pledge. Thank you for your support in enhancing NEWWA's online learning environment.

