

Well Water Clinic Marketing Templates in Canva How-To Guide

Guide and suggested program details to use to support you in your unit marketing of Well Water Clinics. All Canva templates have been developed with for use with a Canva Free account or with a Canva Pro account.

1. Create a Canva account if you don't already have one.
 - a. **Canva Pro** If you don't have a Virginia Tech licensed Canva account, purchase through HokieMart: software.vt.edu/deptsoftware/canva.html
 - b. **Canva Free** Go through the on-screen prompts to open a free Canva account at canva.com.

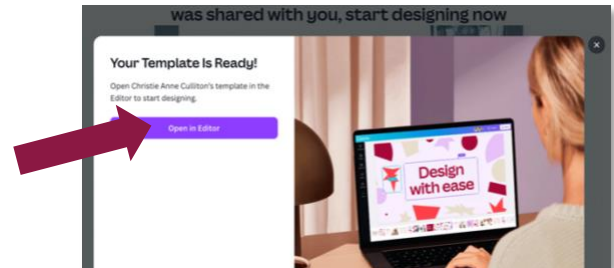
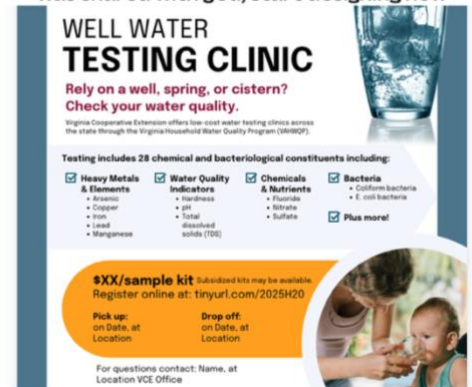
2. Visit wellwater.bse.vt.edu/agents.php in your browser.

3. Select one of the templates from the options. Each template contains a printable flyer, social media image, and suggested support copy for your website, calendar, and social media.

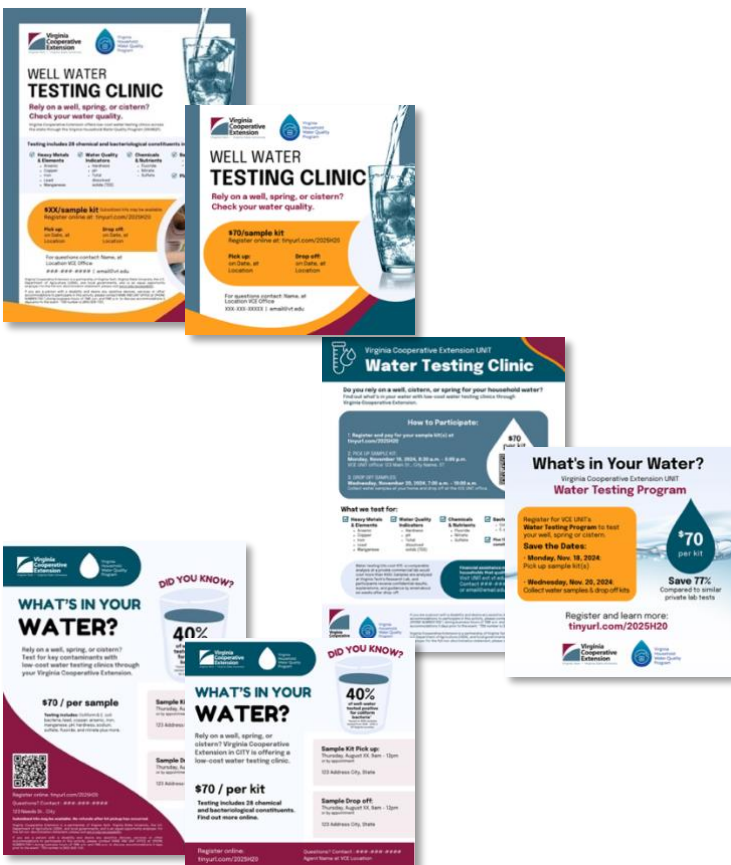
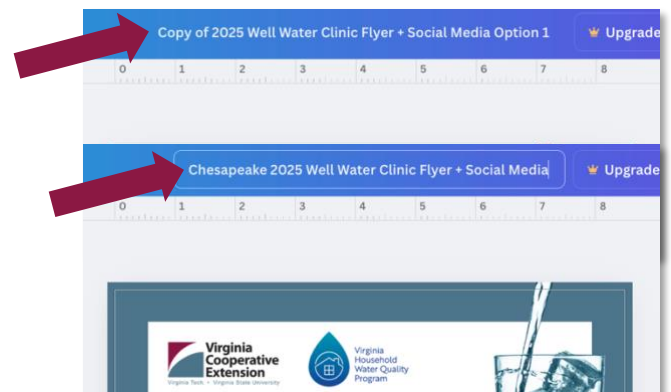
NOTE: Whatever template you select, use the printable flyer and social media from the same template, do not mix and match.

4. A screen in your browser will open, it should look something like below.
 - a. Scroll down and click "view template", then click on "open in editor".

A template created by Christie Anne Culliton was shared with you, start designing now



5. Rename the file to something you will remember to find it in your Canva account files.



Well Water Clinic Marketing Templates in Canva How-To Guide

6. Update details on your selected template including:
 - a. Date of kit pick-up
 - b. Date of kit drop-off
 - c. Link to registration or instructions to learn more
 - d. Agent name, email and or phone number
 - e. ADA statement contact details
 - f. Add municipality logo, if applicable
7. To change the type, click near the type until you see the cursor appear and update the type. Use your best judgement to resize type if it does not fit into the box. NOTE: Please do not change the type face, keep the type in Epilogue as this our VCE branded font.

Virginia Cooperative Extension
Virginia Tech • Virginia State University

Virginia Household Water Quality Program

WELL WATER TESTING CLINIC

Rely on a well, spring, or cistern? Check your water quality.

Virginia Cooperative Extension offers low-cost water testing clinics across the state through the Virginia Household Water Quality Program (VHWP).

Testing includes 28 chemical and bacteriological constituents including:

Heavy Metals & Elements <ul style="list-style-type: none"> Arsenic Copper Iron Lead Manganese 	Water Quality Indicators <ul style="list-style-type: none"> Hardness pH Total dissolved solids (TDS) 	Chemicals & Nutrients <ul style="list-style-type: none"> Fluoride Nitrate Sulfate 	Bacteria <ul style="list-style-type: none"> Coliform bacteria E. coli bacteria
---	--	---	---

Plus more!

\$XX/sample kit Subsidized kits may be available. Register online at: tinyurl.com/2025H20

Pick up: on Date, at Location

Drop off: on Date, at Location

For questions contact: Name, at Location VCE Office
###-###-#### | email@vt.edu

Virginia Cooperative Extension is a partnership of Virginia Tech, Virginia State University, the U.S. Department of Agriculture (USDA), and local governments, and is an equal opportunity employer. For the full non-discrimination statement, please visit gvt.vt.edu/accessibility.

If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact NAME AND UNIT OFFICE at (PHONE NUMBER/TDD) during business hours of TIME a.m. and TIME p.m. To discuss accommodations 5 days prior to the event. *TDD number is (800) 828-1025.

Virginia Cooperative Extension UNIT

Water Testing Clinic

Do you rely on a well, cistern, or spring for your household water?
Find out what's in your water with low-cost water testing clinics through Virginia Cooperative Extension.

How to Participate:

1. Register and pay for your sample kit(s) at tinyurl.com/2025H20
2. PICK UP SAMPLE KIT:
Monday, November 18, 2024, 8:30 a.m. – 5:00 p.m.
VCE UNIT office 123 Main St., City Name, ST
3. DROP OFF SAMPLES:
Wednesday, November 20, 2024, 7:00 a.m. – 10:00 a.m.
Collect water samples at your home and drop off at the VCE UNIT office.

\$70 per kit

What we test for:

<input checked="" type="checkbox"/> Heavy Metals & Elements <ul style="list-style-type: none"> Arsenic Copper Iron Lead Manganese 	<input checked="" type="checkbox"/> Water Quality Indicators <ul style="list-style-type: none"> Hardness pH Total dissolved solids (TDS) 	<input checked="" type="checkbox"/> Chemicals & Nutrients <ul style="list-style-type: none"> Fluoride Nitrate Sulfate 	<input checked="" type="checkbox"/> Bacteria <ul style="list-style-type: none"> Coliform bacteria E. coli bacteria
---	--	---	---

Plus 13 additional chemical constituents!

Water testing kits cost \$70—a comparable analysis at a private commercial lab would cost more than \$300. Samples are analyzed at Virginia Tech's Research Lab, and participants receive confidential results, explanations, and guidance by email about six weeks after drop-off.

Financial assistance may be available for households that qualify.
Visit unit.vt.edu to learn more.
Contact ###-###-#### or email@email.edu with any questions.

If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact NAME AND UNIT OFFICE at (PHONE NUMBER/TDD) during business hours of TIME a.m. and TIME p.m. To discuss accommodations 5 days prior to the event. *TDD number is (800) 828-1025.

Virginia Cooperative Extension is a partnership of Virginia Tech, Virginia State University, the U.S. Department of Agriculture (USDA), and local governments, and is an equal opportunity employer. For the full non-discrimination statement, please visit gvt.vt.edu/accessibility.

Virginia Cooperative Extension
Virginia Tech • Virginia State University

Virginia Household Water Quality Program

WHAT'S IN YOUR WATER?

Rely on a well, spring, or cistern? Test for key contaminants with low-cost water testing clinics through your Virginia Cooperative Extension.

\$70 / per sample

Testing includes: Coliform & E. coli bacteria, lead, copper, arsenic, iron, manganese, pH, hardness, sodium, sulfate, fluoride, and nitrate plus more.

Sample Kit Pick up:
Thursday, August XX, 9am - 12pm
or by appointment
123 Address City, ST

Sample Drop off:
Thursday, August XX, 9am - 12pm
or by appointment
123 Address City, ST

40% of well water tested positive for coliform bacteria*
*Based on 1000 samples tested from 2008 - 2016 in 90 Virginia counties

Register online: tinyurl.com/2025H20

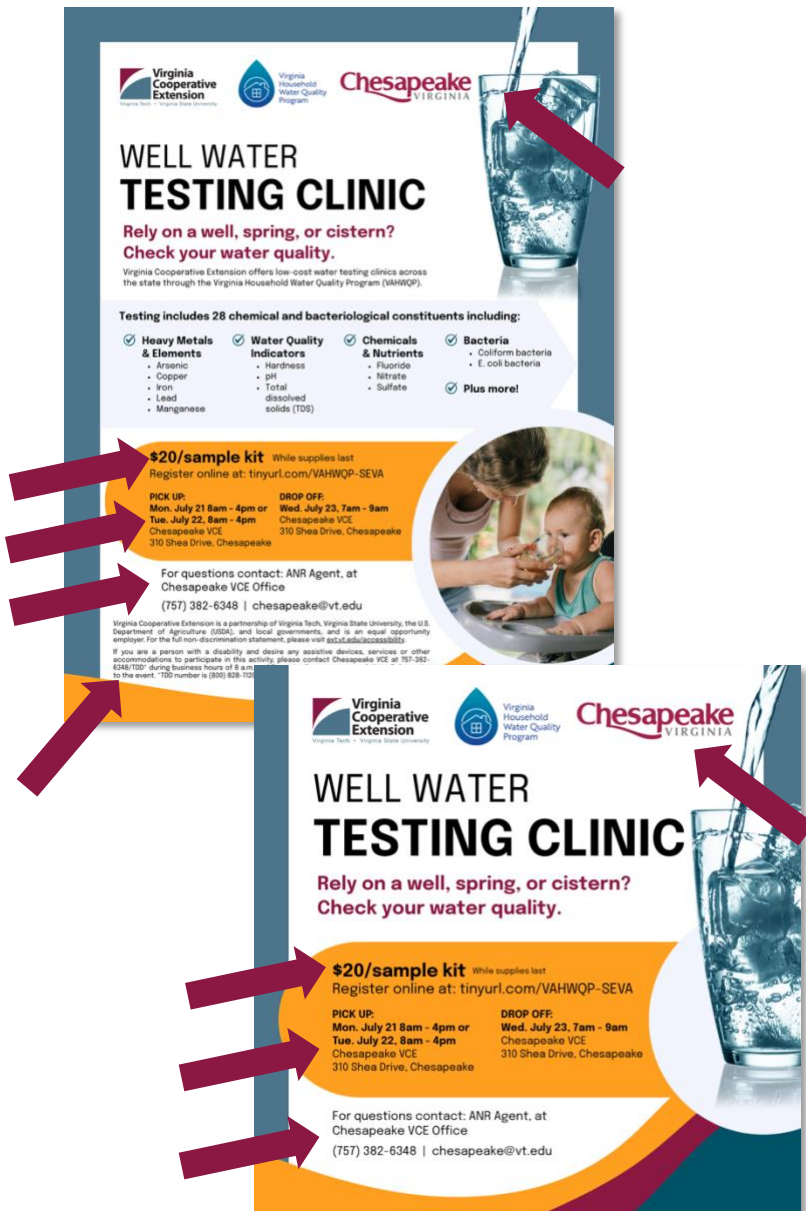
Questions? Contact: ###-###-####

123 Needs Dr., City

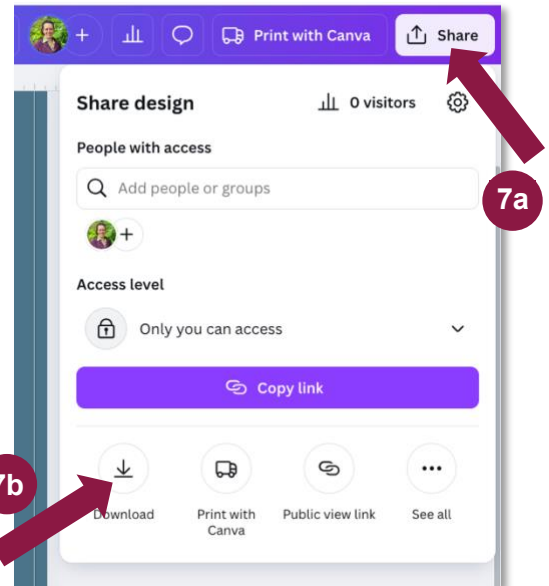
Virginia Cooperative Extension is a partnership of Virginia Tech, Virginia State University, the U.S. Department of Agriculture (USDA), and local governments, and is an equal opportunity employer. For the full non-discrimination statement, please visit gvt.vt.edu/accessibility.

If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact NAME AND UNIT OFFICE at (PHONE NUMBER/TDD) during business hours of TIME a.m. and TIME p.m. To discuss accommodations 5 days prior to the event. *TDD number is (800) 828-1025.

Well Water Clinic Marketing Templates in Canva How-To Guide



Example of edited templates for the Chesapeake unit.



8. After making edits in both the printed flyer and social media templates, download them.

- To download, click on the Share button in the upper right-hand corner.
- Then select Download. From the download options select:

Printed flyer – download as PDF Standard, do not select flatten as this will remove the screen reader ADA accessibility information.

Social media – download as a PNG or JPG, no ADA accessibility information will download with this file type, so support copy should be used.

9. Page 3 of the templates contains suggested copy for social media, calendars, or for a “News” page of your unit ext.vt.edu website.

You can write something yourself, but please don't include phrases like “water is safe or healthy” since our testing covers 28 contaminants not everything that might possibly be in the water.