

NOWRA State Affiliate Website Guidance

NOWRA would like to assist State Affiliates in order to improve their website presence which will in turn help increase membership, income, and create consistency amongst NOWRA and the affiliates.

We have reviewed the NOWRA website as well as all Affiliates existing websites, and have developed the following guidelines to assist affiliates with updates and consistency with their websites. These are just guidelines, but we hope that affiliates will use many of the suggestions to help us establish a more consistent NOWRA brand.

- Link to NOWRA Logo's [Resources for State Leaders | National Onsite Wastewater Recycling Association \(NOWRA\)](#)

Main Home Page

- Inclusion of the current NOWRA Logo with a link to the NOWRA home page (www.nowra.org). This can be at the bottom of the page, or elsewhere as determined.
- Possible inclusion of language such as "Proud Affiliate of NOWRA" above the Logo.
- Logo can be either with or without a tagline.

- With no tag line - 

- With Tagline - 

About Page

- Include language that describes the relationship between your state affiliate and NOWRA, such as:
 - **XXWA** is a proud affiliate of the [National Onsite Water Recycling Association](#).
 - **XXWA** is a proud affiliate of the [National Onsite Wastewater Recycling Association \(NOWRA\)](#). NOWRA is the largest national organization representing all sectors of the onsite/decentralized wastewater industry (i.e., pumpers, contractors, installers, regulators, designers, engineers, manufacturers, and educators).
 - Join **XXWA** today and enjoy membership benefits from both [NOWRA](#) and XXWA including a free listing in SepticLocator, discounts on trainings, educational opportunities, and networking with other onsite professionals."
 - **XXWA** is a proud affiliate of [NOWRA](#) which brings together all industry stakeholders, associated organizations, regulatory authorities and the general public. This increases awareness of the benefits of onsite, cluster and distributed wastewater management systems that protect and replenish the nation's water resources.

Education Page

- Only one Affiliate is currently using the NEW - NOWRA's Learning Academy Logo.
- Include the NOWRA Online Learning Logo and direct the user to either the [NOWRA online education page](#)

or directly to the NOWRA Online Learning platform - <https://www.pathlms.com/nowra>.



• **Affiliate Contact Page** - <https://www.nowra.org/about/state-organizations/>

- Listing of the state affiliate with Executive Committee members and staff.
- Mailing address and website.
- Important to keep up to date as board transitions each year

Calendar Page - <https://www.nowra.org/events/>

- Listing of state affiliate conferences and other national events
- Provide info to NOWRA and we will post.

Member Benefits Page

Include language about the benefits of being a NOWRA member as well as an XXXX member. Examples of benefits that can be included are below:

- Represents our industry in Washington, D.C. by building policies that collaborate with national partners and state Affiliates to further the onsite wastewater industry's goals.
- Attend the annual NOWRA Onsite Mega-Conference at the membership rate.
- Position papers developed by NOWRA's Tech Practices Committee to assist with onsite industry issues. [Position Papers](#).
- FREE [Homeowner Education](#) course and tools with many more Educational tools and materials in development.
- Listed for free as a member on [SepticLocator](#) for customers in your area to find you. *(Note – in order to be listed, NOWRA must have the CURRENT membership data and dates. ONLY current unexpired members are listed.)*
- NOWRA's Online Learning Academy— **XXWA** partners with NOWRA to bring you online learning opportunities to gain more knowledge and training about the industry from the comfort of your own home at discounted member rates.
- FREE Business courses are available to members on NOWRA's Online Learning Academy.
- Insurance options through Watercolor Management - a company familiar with our industry!
- Health Insurance Options through Apollo Insurance: www.apollo-insurance.com/NOWRA
- Onsite Journal — NOWRA's magazine. This 4-color magazine offers useful information about national developments affecting onsite wastewater, reports from state affiliates and industry vendors, and updates on NOWRA programs and services of interest. Published 3 times a year. [Publications & News | National Onsite Wastewater Recycling Association \(NOWRA\)](#)
- Discounts on BenefitHub, Equipment Loans, and Office Supplies

Resources for State Leaders - [Resources for State Leaders](#) | [National Onsite Wastewater Recycling Association \(NOWRA\)](#)

- All logos for NOWRA, online learning, Mega-Conference, etc. are included on our Resource Page for State Leaders.
- In addition to logos, there is also information on:
 - SepticSmart Week for the current year
 - Resource guides for state affiliates, such as Starting a State Affiliate Organization.
 - Additional resource guides to come for event planning, and best management practices.
 - Various sized generic Ads for NOWRA Online Learning that can be used for any state affiliate newsletter, etc.



Thank you to all Affiliates which have shared their web content.

If you have questions or need help with any of these please contact: Tom Groves (tgroves@nowra.org), Tricia Scott (outreach@nowra.org), or Paula Smith (psmith@nowra.org).