

**Stop the Drop** is a non-profit campaign whose mission is to *"engage users in sustained self-education, dialogue and activity to address water level issues in Georgian Bay, starting now"*. Low water levels is the focal issue around which we will build a broad coalition of individual users, of all ages and usage types (eg. cottagers, boaters, renters, shoreline business owners, etc.) in order to motivate and sustain personal and political action on this issue. We are coordinating with other relevant non-profits and community groups to maximize our and their effectiveness.

**Stop the Drop** will spend \$200,000 around the Bay this summer on our campaign, to recruit participants to an online community through coordinated online and in-person activity. Our goal is to have 20,000 members by Labour Day. In addition to work with associations of boaters, marina operators, tourism establishments, etc., **Stop the Drop** will be physically present at all marinas around the Bay, with flyers and branded items such as bumper and boat stickers, flags, personal referral programs.

**Stop the Drop's** engagement medium is to recruit participants to our online community. Joining and using the community is free. And there are strict privacy policies in place to ensure that your information is not shared with outside commercially-oriented parties. On your first visit, you would have the opportunity to sign a petition addressed to various levels of government that influence this water level issue. But the message is not advocating a specific cause or solution - rather it asks politicians to notice that their voters are paying attention to this issue, and to what they do, or do not do, about it.

Once registered as a member, you will be invited and enabled to "**get informed, get heard, get involved (when you can)**" by checking into your personal community portal when prompted as little as 1-3 times per quarter (or as much as you want). Each time you can expect to get focused, up-to-date information, short surveys, and notification of age-appropriate activities you could engage in to help the cause, all of which takes no more than 15 minutes. Examples of topics that will be covered, written by knowledgeable, objective parties include:

- Water Levels 101 – Georgian Bay & the Middle Lakes
- Who is Doing What About Water Levels in Lake Huron?
- Why it's worth showing up. How community engagement has succeeded or failed in other environmental contexts
- How to answer the question: "Why should I join Stop the Drop?"

The key to our success will be to engage all participants to keep checking in throughout the year. Governments know that petitions alone are easy to circulate and to sign in this digital age. Most signers never stick around to pay attention. **Stop the Drop** users will be different - partly because we make it so easy for you to get what you need very quickly.

Please visit the "[www.Stopthedrop.ca](http://www.Stopthedrop.ca)" website to learn more about this project, and how you can play a role. If you find it valuable - regardless if you agree with every opinion expressed there - please share with all your family members, and all of your and their friends with an interest in water levels. And ask them to do the same. The more the merrier... and the more powerful.