**ARCSA Statement of Mission and Purpose**

**1. 1.14**

**American Rainwater Catchment Systems Association (ARCSA)**

The 501(c)3 not-for-profit American Rainwater Catchment Systems Association (ARCSA) has taken the lead in the U.S in bringing rain catchment information to water professionals and other interested parties by organizing and conducting trainings, workshops, and conferences and by participating in policy and regulatory processes that broaden the safe and effective use of rain catchment strategies. Rainwater harvesting strategies include active (tank) and passive (earthworks) structures to harvest and retain rainwater and stormwater supplies for indoor and outdoor non-potable and potable end uses.

**The Water Challenges that ARCSA offers Solutions:**

Local, national, and international water resources are increasingly challenged by growing demands, decreasing supplies, deteriorating water quality, rising energy costs for cleaning and delivering water, and negative impacts to the built and natural environments due to competing water needs. Harvesting rainwater and stormwater, and putting this water to beneficial uses, helps meet these challenges. To help address these urgent water resource challenges, ARCSA is expanding its range of educational and training services, technical focus areas, facilitation efforts, advisory functions, regulatory involvement, policy advocacy and its communications network to provide assistance to a much larger audience.

**ARSCA’s Target Audience**

ARCSA is expanding its educational and outreach efforts to help people across technical, professional, business, academic and layman levels to train people to design and install appropriate water catchment systems at ever-larger scales to address pressing water resource needs and to promote friendly regulatory and policy climates to facilitate the growth of the practice.

ARCSA’s expanded Target Audience includes:

* Architects, engineers, site and landscape designers
* Technical experts working with water system design, equipment manufacturing, equipment installation, and site maintenance
* Irrigation designers and installers
* Transportation designers and managers
* Agricultural operations and those who support them
* High-water use industries
* Designers and managers of commercial sites, multifamily complexes, single residences, and government facilities
* Local, regional, and state jurisdictions, agencies, regulatory bodies, and political bodies addressing water resources and stormwater management challenges
* Professional societies, trade groups, technical advisory committees, and others writing or implementing water catchment-related codes, standards, and guidance
* Academic institutions training students for work in water resource fields
* All of us, as water consumers.

**Vision Statement**

ARCSA envisions a world where every person can learn how to conserve water and then harvest, maintain, and beneficially use rainwater and stormwater through the use of a range of safe and effective rain catchment strategies.

**Mission Statement**

The mission of ARCSA is to promote sustainable rainwater harvesting practices to help solve potable, non-potable, stormwater and energy challenges throughout the world.

**Our Members**

ARCSA members include laymen and professionals working in city, state, and federal government, academia, manufacturers and suppliers of rainwater harvesting equipment, consultants, consumers, homeowners, advocates and other interested individuals. Membership is not limited to the United States, and we encourage all rainwater harvest practitioners and enthusiasts to join the organization.

**Goal**

ARCSA’s goal is to provide the resources, expertise, education, training, to facilitate sustainable rainwater harvesting practices to help solve potable, non-potable, stormwater, and energy challenges throughout the world.

**Objectives**

**Objective 1.** Build and maintain an organization open to a wide range of interested parties to serve as a hub for information sharing, contacts, resources, and links that meet their broad range of information needs for rainwater catchment.

**Objective 2.** Provide comprehensive education and training through the provision of in-person training, on-line training, conferences, workshops, training manuals, additional written educational materials, web-based information, and other educational efforts and products that meet peoples’ needs now and in the future.

**Objective 3**. Organize and facilitate local, regional, national, and international meetings, workshops, and conferences that give people and organizations a forum to present and discuss their work and findings on a variety of rainwater-catchment related topics.

**Objective 4.** Serve as a major authority, contributor, and resource to governments, academia, professional societies, trade groups, technical advisory committees, and others writing water catchment-related codes, standards, and guidance.

**Objective 5.** Act as a clearinghouse for current and proposed rainwater-catchment related legislative actions and as a repository for past regulatory actions that have occurred state-by-state and at the national level.

**Objective 6.** Prepare a research agenda to further the body of technical, scientific, and practical knowledge addressing water-catchment related questions and issues. Then pursue funding to support the work and broadly distribute the results.

**Unique contributions of ARCSA**

Since 2005, ARCSA has trained professional designers and practitioners to assist them in applying a high level of technical skill to their design and installation work at specific rainwater catchment sites. Using ARCSA’s flexible certification program, people can receive training at their own locations, meet at centralized training facilities, and soon will be able to learn on-line. Certification training occurs in stages, according to the ability of people to attend classroom and field training sessions, and it requires periodic continuing education to keep people up to date on advancements in the field. This unique education and training service is being substantially expanded to create new materials, training formats, venues, and scheduling that will enable a larger and broader audience to benefit from this work. These people will in turn create appropriate designs and installations at substantially more sites.

**Key Message:**

*Water falls free from the sky, right where we can use it. We need to stop spending money getting rid of free rainwater and stormwater and instead harvest it to grow landscapes and trees to shade our houses, provide water for our crops and animals, wash ourselves and flush our toilets, reduce flooding, and get many more benefits, and at the same time save potable water supplies. That’s what ARCSA helps people do. [ITALLICIZED PART IS THE ELEVATOR SPEECH…..]*

Rainwater and stormwater catchment can help solve water supply issues. Rainwater catchment systems allow everyone the ability to establish and maintain their own water supply. These promote an innovative approach as well as a sustainable approach at a municipal level that can provide better drinking water solutions and improve public health protection as it relates to water supplies.

**Who are ARCSA Super Fans?** [THE ITEMS BELOW DON’T GO TO FUNDERS…..]

People who are enthusiastic about the potential of harvested rain to meet multiple needs, and who already practice it—or want to learn how to practice it—at the personal, professional, and institutional levels.

**All graphics must match!**

Yes they will. Including PowerPoint presentations. Vision Statement on all documents and on all emails.

**Benefits of ARCSA membership**

* E-mail communications on rainwater harvesting training and classes, seminars, workshops, and other events of note
* Opportunity to attain Professional Accreditation through class work & examination as well as hands on experience
* Quarterly Newsletter for ARCSA Professionals containing Industry News, Technical Updates and Case Studies
* Access to the Members Only section of the ARCSA site, which hosts specialized services and information
* Members only Forum Discussions
* FREE Jobs listing for both organizations seeking help, or for members seeking work
* Access to additional publications
* Tax-deductible membership dues - ARCSA is a 501(c)3 Charity
* Free Project Gallery listings in the Member Directory
* Discounted rates for ARCSA conferences and workshops

**Current Membership Structure**

**Membership Levels**

* **Individual Membership** $60 (One person)
* **Business Membership** $150 (Includes a primary contact and one affiliate. Multiple representatives may join as part of Business Membership for $50 each)
* **Student Membership** $30 (Full time students only)
* **Trial Membership** $10 (This membership is for 1 month only, allowing potential members to view the available benefits and determine the value.)
* **ARCSA Friend** $10 (Includes the ARCSA E-news, an ARCSA bumper sticker and an ARCSA Friend Logo for your website. No access to the member's side of the website)

**ARCSA Background**

In 1994, Dr. Hari J. Krishna of Austin, Texas founded the 501(c)(3) non-profit American Rainwater Catchment Systems Association (ARCSA) to bring renewed attention to the ancient practice of rainwater harvesting. For thousands of years collecting rainwater was a common method for providing water, but over the last century, wells and municipal water supplies took over as primary water sources. The diminishing supply of fresh water in wells and aquifers, concerns of quality and population growth are among the top reasons for the resurgence of rainwater catchment.

ARCSA was created to promote sustainable rainwater harvesting practices throughout the United States and the world. Its top promotional efforts include: creating a favorable regulatory atmosphere, creating an informational resource pool, and educating professionals and the general public regarding safe rainwater design, installation, and maintenance practices.

A board of nine directors steers ARCSA initiatives and is augmented by regional directors located in various parts of the United States as well as in Australia, New Zealand, Canada and Europe. Together these directors spearhead community outreach, conferences, workshops and membership promotion to raise awareness.