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# The LakeSmart Community Handbook



**LakeSmart is a NH LAKES Program.**  
Learn more at [nhlakes.org](https://nhlakes.org)



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# LakeSmart Community Handbook

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## Welcome to LakeSmart!

**Dear Lake Community Member,**

At NH LAKES, we believe that protecting our lakes starts with people like you—people who care, connect, and take small actions that make a big difference. Healthy lakes mean healthy communities—clean water, vibrant wildlife, and a strong local economy. That's why we're excited to invite you to be part of the LakeSmart Community Program.

LakeSmart is a free, community-powered program designed to help you protect the lake you love—right from your own backyard. Whether you've been living by the lake for years or are new to the area, LakeSmart offers personalized, practical advice on maintaining a healthy lake through simple landscaping and lifestyle choices.

Through the LakeSmart Community Program, neighbors come together to build a culture of lake-friendly living. With the help of LakeSmart Ambassadors, communities organize LakeSmart Property Tour Days, where NH LAKES-trained LakeSmart Guides visit properties to provide friendly, science-backed tips tailored to your lakefront lifestyle. Ambassadors help rally the community and ensure that these efforts grow and succeed.

Healthy lakes protect property values and support everything from safe recreational activities to thriving wildlife. They also attract tourists, support local businesses, and create jobs, ensuring that New Hampshire's economy remains strong. Our lakes face real challenges—like invasive species, polluted runoff, and harmful cyanobacteria blooms—all worsened by the changing climate. By coming together as a community, we can protect our lakes and make them more resilient to these changes while keeping them safe and enjoyable for everyone.

We hope you'll join us in making a difference. The LakeSmart Community Program is a simple yet impactful way for you to help protect the lake you love—and inspire your neighbors to do the same.

Together, we will make lake-friendly living a way of life in your community and throughout New Hampshire.

With appreciation,

Brea and Kat,

On behalf of the NH LAKES LakeSmart Team



LakeSmart

Lake-friendly living for  
clean and healthy lakes.

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## Part One: Become A LakeSmart Community



## How to Become a LakeSmart Community and Achieve the LakeSmart Community Award

### What is a LakeSmart Community?

A LakeSmart Community is a group of neighbors, property owners, and lake enthusiasts committed to working together to restore and preserve their lake's health by living in a lake-friendly way. A LakeSmart Community can be located anywhere in the drainage area—or watershed—of a lake or pond.

A LakeSmart Community is built around a group with a shared mission and a defined geographic area of properties. Ideally, the group is an established organization in “Good Standing” with the New Hampshire Secretary of State. Examples of organizations are:

- Road associations
- Lake, watershed, and beach associations
- Homeowners associations
- Water quality groups or coalitions

### How does a community participate?

#### Step One: Apply to be a LakeSmart Community

To participate as a LakeSmart Community, an eligible group must submit an application to NH LAKES and designate a volunteer coordinator to serve as the LakeSmart Ambassador. This individual serves as the local point of contact and is a liaison between NH LAKES and their community. The LakeSmart Ambassador coordinates with their organization’s leadership, encourages community members to participate, and schedules LakeSmart tours for interested property owners in the community. This position is described in detail later in this handbook.

As part of the application process, the group will also confirm or establish the properties included in its LakeSmart Community by establishing a geographic boundary. This boundary helps identify which properties are included in the community. For example, the LakeSmart Community could be all shorefront properties, all members of a road association, or all properties within 5,000 feet of the shoreline. An organization may already have defined boundaries, often outlined in founding documents or bylaws. If not, NH LAKES will provide recommendations and assist using tools such as [New Hampshire Parcel Data](#) and [StreamStats](#).





## How to Become a LakeSmart Community and Achieve the LakeSmart Community Award (Continued)

### Step Two: Get your Community Involved

With an approved application, the LakeSmart Ambassador will promote the LakeSmart Program to property owners within the geographic boundary of their LakeSmart Community. Individual property owners participate by creating a LakeSmart profile online—a free, personalized, and confidential platform hosted by NH LAKES. Through their profile, they can select in-person or online property tours, learn about lake-friendly living practices, and, using the information provided, work to earn the individual LakeSmart Award for lake-friendly living.

### Step Three: Plan a Community Site-Tour Day

The LakeSmart Ambassador works with NH LAKES to establish days for in-person property tours. Property owners must connect with their LakeSmart Community to receive an in-person property tour. Once the property owner has submitted their answers, a NH LAKES-trained LakeSmart Guide tours all properties participating in the LakeSmart Program.

NH LAKES recognizes that all properties and property owners are at different stages of lake-friendly living. A property is not expected to achieve the LakeSmart Award immediately after the property tour—many properties will have opportunities to become more lake-friendly before the owner achieves the LakeSmart Award. All participants receive feedback tailored to their lake-friendly living opportunities.





## How to Become a LakeSmart Community and Achieve the LakeSmart Community Award (Continued)

### Earn the LakeSmart Community Award

To receive the LakeSmart Community Award, a community should collectively show exemplary effort to live in a lake-friendly way, including widespread achievement of individual property owner LakeSmart Awards within the community. To achieve the LakeSmart Community Award, at least 15% of individuals in the community must have received their individual LakeSmart Awards.

NH LAKES recognizes that each community is different and may set additional goals beyond the minimum participation. Individual communities can work with NH LAKES to establish additional levels of LakeSmart by accomplishing goals such as:

- Higher community participation than the initial requirement, such as 50%, 75%, or 100%.
- Organizing community-oriented improvement events like group septic pump-outs or plant nursery bulk orders.
- Implementing lake-friendly practices in communal areas, such as a vegetated swale, a rain garden, or stream bank restoration at an association beach.
- Helping develop and promote a community of businesses that share lake-friendly values (such as landscaping and wastewater treatment system professionals) to help community members become LakeSmart.

### Benefits of Becoming a LakeSmart Community:

By becoming a LakeSmart Community, you:

- Protect property values with a clean and healthy lake.
- Preserve the lake's enjoyment for future generations.
- Keep water clean and safe for recreation and wildlife.
- Unite neighbors around shared responsibility for your lake.
- Prevent erosion, septic failures, and shoreline erosion.
- Reduce harmful algal blooms, such as potentially toxic cyanobacteria blooms.
- Support local businesses that provide lake-friendly living services and rely on lake tourism.
- Earn the Digital LakeSmart Badge.
- Earn the LakeSmart Community Certificate, presented at a celebratory event.





# LakeSmart Community Program

## Community Ambassador Position Description

### Position Summary:

LakeSmart is a free, voluntary education and recognition program that encourages community members to adopt practices that protect lake water quality, wildlife habitat, and property values. A vital part of the program's success is the LakeSmart Ambassador—a local coordinator who fosters a connection between NH LAKES and their lake community. LakeSmart Ambassadors help promote lake-friendly living and support their community's efforts to earn the LakeSmart Community Award.

This volunteer role is perfect for individuals who enjoy connecting with others and want to make a lasting impact on their lake's health. The primary responsibility of the LakeSmart Ambassador is to encourage and facilitate participation in the LakeSmart Program within their community. LakeSmart Ambassadors may attend property tours with the property owner's expressed approval to support community members and encourage participation in the program. Ultimately, the LakeSmart Ambassador plays a pivotal leadership role—providing guidance, enthusiasm, and inspiration to others in their community as they work together to restore and preserve lake health.

### Essential Responsibilities:

#### Community Engagement

- Serve as your community's primary point of contact for the LakeSmart Program.
- Foster a welcoming and inclusive environment that encourages participation, regardless of a resident's starting point in their lake-friendly living journey.
- Build relationships with residents, local businesses, and community members.

#### Program Promotion and Outreach

- Share NH LAKES' educational materials through email, social media, and other communication.
- Deliver LakeSmart presentations to your community to generate interest in the program.
- Provide information on how residents can participate in the LakeSmart Program and the benefits of becoming LakeSmart.

#### Volunteer Time Tracking

- Maintain a record of volunteer ambassador hours, including time spent on outreach, communications, presentations, and travel to and from community activities.





# LakeSmart Community Program

## Community Ambassador Position Description (Continued)

### Event Planning and Coordination

- Collaborate with community members to identify properties for property tours, expanding awareness and participation.
- Assist NH LAKES in organizing and coordinating LakeSmart Community Days. At least four properties must be scheduled for NH LAKES-guided property tours on one day.
- If your community is part of a partner program, assist the Lake Winnepesaukee Alliance, Newfound Lake Region Association, or Squam Lakes Association in organizing and coordinating LakeSmart Community Days for guided property tours.

### Skills and Qualifications:

- LakeSmart Program participation: The Ambassador should have already achieved or be in the process of achieving the LakeSmart Award.
- Strong interpersonal skills: Friendly, approachable, and able to connect with the diversity of their local lake community.
- Effective communication: Ability to present, write, and disseminate information clearly and engagingly using templates provided by NH LAKES.
- Experience or willingness to learn and use technology: NH LAKES provides training on all program tools.
- Organizational abilities: Comfortable planning educational sessions and LakeSmart Award gatherings, coordinating schedules for in-person property tours, and managing outreach efforts efficiently. NH LAKES provides guidance.
- A passion for lake stewardship: Commitment to promoting sustainable practices and protecting water resources.
- Flexibility and inclusivity: Willing to meet people where they are in their LakeSmart journey and support their progress without judgment.

### Support and Resources Provided by NH LAKES:

- Official recognition as a LakeSmart Ambassador, including a ribbon awarded at Lakes Congress.
- A magnetic NH LAKES name tag to wear during official duties.
- Access to your community's data through the LakeSmart web app, designed for ease of use and program management.
- Training and support from NH LAKES staff will ensure you are prepared to succeed in your role.

### Time Commitment:

- Time commitment is dependent on community engagement, especially during the summer season. Anticipate an average of five to ten hours per month, with fewer hours in the winter.
- Year-round availability is preferred, in-person or virtually, for lake-friendly conversations that span New Hampshire's seasons.



# LakeSmart Community Program

## Terms of Participation

NH LAKES is thrilled to support local communities striving to earn the LakeSmart Community Award. We are incredibly grateful for your dedication and passion for expanding this vital initiative, which plays a key role in restoring and preserving the health of New Hampshire's lakes.

Please read and sign the following to acknowledge your community's role in the LakeSmart Program. The individual serving as your community LakeSmart Ambassador must review and sign this document. If you or your community leadership have questions at any point, please reach out.

### Terms of Participation

NH LAKES reserves the right to discontinue participation in a community at any time for a violation of these terms. The community may also discontinue its participation at any time for any reason.

### Community Participation and Communication Responsibilities

*The participating LakeSmart Community will:*

- Appoint a LakeSmart Community Ambassador to serve as the primary contact with NH LAKES and represent the organization in establishing the LakeSmart Community.
- Coordinate Site-Visit Days related to the LakeSmart Community Award.
- Encourage community members to sign up for the community while striving towards their individual LakeSmart Awards.
- Encourage community members to participate in in-person site visits.
- Maintain regular communication throughout the property-touring season from June to September, and semi-regular communication throughout the rest of the year with NH LAKES.
- Collaborate with Partner Organizations if the LakeSmart Community is within the partner area.

### Operational Responsibilities

*The leadership of participating groups will:*

- Encourage and support residents' participation in the LakeSmart property tour process and promote lake-friendly living principles throughout the community.
- Maintain participants' confidentiality unless the property owner grants permission.
- Promote a non-regulatory, educational environment that encourages lake-friendly actions.
- Ensure that communities participating in the LakeSmart Program agree not to report property owners for existing local or state environmental regulations.
- Refer to the program as "a program of NH LAKES" in partnership with the community in all written and verbal communication.
- Cover any out-of-pocket expenses for new materials printed, associated with community engagement efforts beyond the printed materials NH LAKES can provide.
- Notify NH LAKES of any public outreach events related to the LakeSmart Program so that NH LAKES may promote the event and participate as appropriate.



# LakeSmart Community Program

## Terms of Participation (Continued)

### **NH LAKES agrees to the following:**

#### **Online Platform and Tools**

- Provide access to the LakeSmart webapp for individual property owners and resources for community members.
- Provide access to a LakeSmart Community Resource Library.

#### **Training, Support, and Recognition**

- Provide formal training and support for the LakeSmart Ambassador, including guidance on reaching out to potential participants and coordinating in-person property tour days.
- Review the community's progress toward the LakeSmart Community Award and provide assistance to help the community meet the criteria. To achieve the LakeSmart Community Award, at least 15% of individuals in the community must have received their individual LakeSmart Award, and the community must also meet any additional goals set with NH LAKES.
- Recognize the community for their participation in the greater NH LAKES statewide community.
- Work with the community to align practices with LakeSmart goals.

#### **Materials and Branding**

- Provide up to three metal LakeSmart Community Signs for the community to display in communal areas. Additional laminated signs will be available upon request.
- Provide LakeSmart promotional materials as listed in this document, and educational materials, including homeowner packets, online resources through individual LakeSmart profiles, and individual LakeSmart Award signs.

### **I UNDERSTAND THAT:**

These policies foster an atmosphere of mutual respect, non-discrimination, and trust, grounded in clear lines of authority, responsibility, and accountability. None of the policies or guidelines creates contractual rights or obligations and are subject to modification by NH LAKES at any time.



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## Part Two: Tools for Building Your LakeSmart Community

### Elevator Speech:

An Elevator Speech is a concise and persuasive script that Ambassadors can use in casual conversations, meetings, or events to quickly explain the purpose of LakeSmart and inspire individuals to take action.

### Elevator Speech General Outline:

#### *Opening Hook:*

“The way you care for your property directly impacts the health of our lake. Every time it rains, runoff carries soil, fertilizers, and pollutants into the water, leading to murky water, algae growth, and potentially cyanobacteria blooms, too. Everything we do on our property is a chance to make our lake community more resilient.”

#### *Core Message:*

“The good news is, we can fix this together! LakeSmart is a **free, voluntary** program that helps property owners and communities make lake-friendly changes all year-round that **protect water quality, preserve wildlife habitat**, and even **improve property value**. It’s easy to get involved—all it takes is signing up for an individual profile, and you’ll get customized recommendations to make your property part of the solution.”

#### *Call to Action:*

“Becoming LakeSmart is a simple way to make a lasting impact. Join us in protecting our lake—sign up today and let’s keep our water clean for generations to come!”



### Recruitment Email Template

*Purpose:* To introduce individuals to the LakeSmart Program and encourage them to participate in an upcoming community event or schedule a guided LakeSmart property tour.

*Copy and use this template when:*

- Reaching out to residents who have not yet participated in the LakeSmart Program.
- Promoting a LakeSmart Property Tours Day or LakeSmart Community Day event.

*Key Elements Covered:*

- Introduction to the LakeSmart Program and its benefits.
- Specific mention of how the local community is involved as a LakeSmart Community.
- Invitation to sign up for a property tour or attend an informational event.
- Link to the LakeSmart sign-up form or event RSVP page.
- Ambassador's contact information for questions and support.





## LakeSmart Community Program LakeSmart Ambassador Email Templates (Continued)

*Recruitment Email:*

Hello [First Name],

I'm [your name], LakeSmart Ambassador for [your LakeSmart Community].

If you want to do all you can to live in a lake-friendly way and ensure [Lake Name] is clean and healthy for generations to come, then LakeSmart is for you!

LakeSmart is a free, non-regulatory, and voluntary education and recognition program that encourages people like you to adopt habits that protect lake water quality, wildlife habitat, and property values.

Our community is participating as a LakeSmart Community with support from NH LAKES. Together, we're showing that what we do on our properties—whether we live right on the shoreline or miles away—can restore and protect [Lake Name]'s health.

Becoming LakeSmart is easy:

- Work with us and your local community. Learn about and adopt lake-friendly living practices. Sign up for your LakeSmart Profile to access personalized information immediately.
- Get Your Property Evaluated. Through your online LakeSmart Profile, you can submit photos of your property online for review. Is your community excited about lake-friendly living? Your community can request FREE and confidential visits from a NH LAKES-trained LakeSmart guide.
- Show off your LakeSmart Award! When you receive the LakeSmart Award, show it to family, friends, and neighbors to encourage participation!

Ready to get started? Sign up today and join us in protecting [Lake Name] for future generations:  
**[Insert Sign-Up Link]**

Thank you for making lake-friendly living the norm in your community!

Sincerely,

[Your Full Name]

LakeSmart Ambassador for [Lake Name]

[Contact Info]



## LakeSmart Community Program LakeSmart Ambassador Email Templates (Continued)

### “Keeping People Engaged” Email Template

*Purpose:* To motivate and keep participants engaged with the LakeSmart Program.

*Copy and use this template when:*

- Following up after a LakeSmart guided property tour.
- Sharing seasonal lake-friendly tips and reminders.
- Encouraging individuals to complete the next steps to work toward their LakeSmart Award.

*Key Elements Covered:*

- Appreciation for their involvement so far.
- Updates on the community’s progress toward the LakeSmart Community Award.
- Tips and reminders about simple lake-friendly practices.
- Personal encouragement and a sense of community pride.

*Engagement Email:*

Hello [First Name],

Thank you for taking steps toward becoming LakeSmart! Your efforts are already making a difference for [Lake Name].

Our lake community is coming together to make lake-friendly living the norm. Healthy lakes mean healthy communities. Together, we’re helping more people live in ways that protect what we love about this special place.

As you continue your LakeSmart journey, here are a few things you can do:

- Share your progress with neighbors and encourage them to join you.
- Stay tuned for seasonal tips and events.
- Reach out if you’d like to sign up for an in-person evaluation on [date of Community Property Tours] or help plan the next steps.

Your participation is inspiring others and helping us work toward a LakeSmart Community Award.

Keep it up!

Thank you for protecting [Lake Name].

With gratitude,

[Your Full Name]

LakeSmart Ambassador for [Lake Name]

[Contact Info]



## LakeSmart Community Program LakeSmart Ambassador Email Templates (Continued)

### Scheduling Email Template:

*Purpose:* To coordinate logistics with participants for property tours or community event planning.

*Copy and use this template when:*

- Confirming dates and times for individual property visits.
- Organizing LakeSmart Community Days.
- Sending reminders and final instructions prior to a scheduled visit.

*Key Elements Covered:*

- Clear schedule and instructions for participation.
- What to expect during a visit or event.
- Reminders about what to prepare or have available.
- Contact information in case of schedule changes.

*Scheduling Email:*

Hello [First Name],

We're planning LakeSmart Property Tours Day in [Community Name]! This is your chance to get a free and confidential property evaluation from an NH LAKES-trained LakeSmart guide.

Evaluations take about 30 minutes and will provide you with practical, positive tips to protect the lake. Even small changes can make a big difference.

**Property Tour Dates:** [Insert Dates and Times]

**Location:** [Insert Any Relevant Meeting Point Info, or celebration following the day]

For NH LAKES to visit, we must have at least four properties to tour, but we're aiming for [number of site visits available that day]. Let me know if you'd like to reserve a spot—evaluations are first-come, first-served. Our goal is to earn the LakeSmart Community Award for [Lake Name]!

Please reply to this email or call/text me at [Phone Number] to schedule your visit.

Thank you for protecting [Lake Name].

Warm regards,

[Your Full Name]

LakeSmart Ambassador for [Lake Name]

[Contact Info]



## Access to Branding Materials For LakeSmart Ambassadors

### Media Outreach

To ensure accurate, consistent, and effective messaging about the LakeSmart Program, please follow these media outreach guidelines:

- **Use accurate program language:** In all written and verbal communications, refer to the program as “a program of NH LAKES” in partnership with the community (i.e, LakeSmart is a program of NH LAKES in partnership with the Dahlia Pond Association). The LakeSmart Program offers *property tours* virtually for all participants or in person for members of a LakeSmart Community. Property tours are given by *NH LAKES-trained LakeSmart Guides*.
- **Submit materials for review:** Before publishing or distributing articles, press releases, or event announcements about LakeSmart, send them to NH LAKES at [lakesmart@nhlakes.org](mailto:lakesmart@nhlakes.org) for review to ensure all information is accurate and up to date.
- **Leverage social media:** Tag NH LAKES in your LakeSmart-related social media posts so we can help share your message and engage with your community. NH LAKES is on Facebook at [@NH LAKES](https://www.facebook.com/NH_LAKES), and on Instagram at [@nh\\_lakes](https://www.instagram.com/nh_lakes).

### Access to the 15-minute Intro Presentation

The 15-minute stock presentation for LakeSmart Ambassadors is designed to introduce the LakeSmart Program to community members. On the first slide, there is a blank space where you can include your group’s logo. These slides are meant to:

- Explain how the program works, including how LakeSmart Ambassadors organize fellow community members for property tour days.
- Inspire participation by showing some of the benefits of the program for lake health and property management.
- Provide clear next steps for how community members can get involved.

This presentation is a basic introduction to the LakeSmart program for Ambassadors to share during homeowners' association meetings, neighborhood gatherings, or lake association events. Groups can request a NH LAKES Staff Member through the [Speaker Request Form](#) for in-depth presentations.

### To download the presentation for your own use:

1. Open the 15-minute Stock Presentation ([linked here](#)) in Google Slides.
  - a. In Microsoft PowerPoint: Select File → Download → Microsoft Powerpoint (.pptx)
  - b. In Google Slides: Select File → Make a copy → Entire presentation
2. Personalize the first slide: Add the appropriate information wherever there are [brackets] on the first slide. Add your group’s logo to the top right corner of the first slide.
3. Practice your presentation: look through the slides and speaker's notes in the presentation.



# Website Guidance

## LakeSmart Community Website Guidance

### Website Guidance

The following structure and language can be used on your LakeSmart Community's dedicated webpage.

#### Helpful Links

- LakeSmart Landing Page (where participants can sign up): <https://nhlakes.org/lakesmart/>
- NH LAKES LakeSmart Program Overview: <https://nhlakes.org/lakesmart/>
- Learn More About NH LAKES: <https://nhlakes.org>
- The LakeSmart Logo ([linked here](#))

#### Sections to Include on a LakeSmart Webpage:

##### LakeSmart—A Lake-Friendly Living Program on [Waterbody]

*"If you want to do all you can to live in a lake-friendly way and ensure the lake you love is healthy for generations to come, then LakeSmart is for YOU!"*

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##### What is LakeSmart?

**LakeSmart is a free, non-regulatory, voluntary education and recognition program encouraging community members to adopt lake-friendly habits that protect lake water quality, wildlife habitat, and property values.**

As a designated LakeSmart Community, [Community Name] is proud to participate in the NH LAKES LakeSmart Program. Through this partnership, we are part of a statewide network of lake protectors promoting positive, lake-friendly practices right here on [Waterbody Name].

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##### Why Will You Become LakeSmart?

**You and our community can be heroes for your lake!** What happens on your property impacts the health of the lake, whether you live right next to it or miles away. A healthy lake means a healthy community. As part of a LakeSmart Community, your actions will:

- Help create clean, clear, and healthy lake water
- Protect your property value and that of your neighbors
- Improve wildlife habitats around the lake
- Restore natural resources for future use
- Inspire others across New Hampshire to live lake-friendly!



# Website Guidance

## LakeSmart Community Website Guidance (Continued)

### How to Become LakeSmart

#### Step One: Create Your FREE Online LakeSmart Profile

Access your profile to receive personalized, lake-friendly information and tips about your home, property, and lifestyle.

#### Step Two: Request a Property Tour

In your LakeSmart Profile, choose a FREE, confidential digital or in-person property tour. A NH LAKES LakeSmart Guide will provide tips on how you can make your property more lake-friendly.

#### Step Three: Make Lake-Friendly Updates

Put these tips into action to reduce polluted runoff water and protect your lake from harmful impacts.

#### Step Four: Show Off Your LakeSmart Award

Earn your LakeSmart Award by living lake-friendly—and show it off! Your example will help make lake-friendly living the norm in [Lake Community].



### LakeSmart Community Award and Digital Badge

The LakeSmart Community Award digital badge visually recognizes your community's commitment to lake-friendly living and is provided when your group earns the LakeSmart Community Award.

Once earned, please use the following guidance to include the digital badge on your website, along with the educational information provided above.



### Digital Badge

The LakeSmart Community Award digital badge visually recognizes your community's commitment to lake-friendly living. Ambassadors and leadership of your group can use this badge to showcase and share the opportunities available to community members and other lake groups.

Use this badge on your website or in your email signature. The badge should always:

- Be displayed clearly and professionally
- Include a hyperlink to the LakeSmart Communities page
- Be used without altering the badge design in color, text, or proportions



### Accessing the LakeSmart Community Digital Badge:

After earning the LakeSmart Community Award, NH LAKES emails two digital badge files to the LakeSmart Ambassador: a smaller version for email signature use and a larger one for webpages.

If leadership or staff would like to display the badge (for example, a staff member who manages outreach or communications), please request approval from NH LAKES to ensure consistent use.

Need help? Contact NH LAKES at any time for support with access, tech issues, or usage questions.

### Adding the Digital Badge to Your Website

1. Upload the LakeSmart digital badge image to your website's image library.
2. Add the badge to the appropriate webpage (e.g., homepage, sustainability page, or community achievements page).
3. Ensure the webpage includes the required text regarding the badge. This language is in addition to the LakeSmart Information provided in the Website Guidance Document.

**"[Your Community's Name] has received the LakeSmart Community Award for lake-friendly living! LakeSmart is a program of NH LAKES. Click the badge to learn more."**

4. Hyperlink the badge image:
  - Select the image.
  - Link it to: <https://nhlakes.org/lakesmart-communities/>
5. Save and publish the webpage. An example is on the following page.
6. Confirm the link opens correctly in a new browser tab.

### Dahlia Lake Association has the LakeSmart Community Award!

Dahlia Lake Association has received the LakeSmart Community Award for lake-friendly living! LakeSmart is a program of NH LAKES. Click the badge to learn more.



## Adding the Digital Badge to Your Email Signature (Gmail)

1. Sign in to your **Gmail** account.
2. Click the **gear icon (Settings)** in the upper-right corner.  
Select **See all settings**
3. In General → Scroll down to the **Signature** section.
4. Create a new signature or edit an existing one.
5. Place your cursor where you want the badge to appear.
6. Insert the badge image:
  - Click the **Insert Image** icon (the words “Insert Image” will appear when you hover over the button that resembles a photo).
  - Upload or paste the LakeSmart digital badge image.
7. Add the hyperlink:
  - Click on the badge image.
  - Click the **Link** icon.
  - Paste: <https://nhlakes.org/lakesmart-communities/>
  - Click **OK**.
8. Set the signature as default for new emails and/or replies if desired. We recommend including the signature automatically in emails used regularly for business on behalf of your lake community.
9. Scroll down and click **Save Changes**.

**Kat Kelleher** (they/them)

*LakeSmart Ambassador*





# LakeSmart Community Award

## Digital Badge

### Adding the Digital Badge to Your Email Signature (Hotmail or [Outlook.com](https://outlook.com))

1. Sign in to your **Outlook.com (Hotmail)** email account.
2. Click the **gear icon (Settings)** in the upper-right corner.
3. Select **View all Outlook settings**.
4. Navigate to **Mail → Compose and reply**.
5. In the Email signature text box:
  - Place your cursor where you want the badge to appear.
6. Insert the badge image:
  - Click the **Insert picture** icon (the words “Insert Image” will appear when you hover over the button that resembles a photo).
  - Upload or paste the LakeSmart digital badge image.
7. Add the hyperlink:
  - Click on the badge image.
  - Select the **Link** or **Insert link** option.
  - Paste: <https://nhlakes.org/lakesmart-communities/>
  - Click **Save**.
8. Choose whether to include the signature automatically for new messages and replies. We recommend including the signature automatically in emails used regularly for business on behalf of your lake community
9. Click **Save** at the bottom of the page