

2022 ERWH EVERGREEN FUNNEL EMAIL SEQUENCE

Email #1- Welcome

[ERWH Taste Test #1] Welcome to the Essential Rainwater Harvesting Taste Test!

Hi there!

We're so glad you've stepped up to receive this Taste Test sampler of our expanded, updated Essential Rainwater Harvesting course. In the coming weeks, you'll be getting excerpts from the juiciest lessons from the On-Demand course...along with a recording of our exclusive webinar, ***Myths and Misconceptions of Rainwater Harvesting***...all on your own student dashboard in the Verge Permaculture learning environment.

Questions? Don't hesitate to ping us at info@vergepermaculture.ca!

But let's get started with a look at the most important question:

Why is rainwater harvesting so necessary right now?

And the answer? Critical, global water scarcity. Yes, we live on a “watery planet,” but only about 1/10,000th of one percent of the earth's total water is fresh and accessible for use by humans and every other living thing. The rest is frozen in ice caps, buried in aquifers or saturated in the soil as groundwater, or, well, salt water in the oceans.

“Water, water everywhere, and not that much to drink!” as you might say. And with climate change the picture grows even bleaker:

- Dwindling groundwater and melting glaciers...
- Drought, flood, and pestilence...
- Billions of people lacking access to water...

With such a grim picture, what's the solution?

Well, for millennia, civilizations around the world used regenerative methods of rainwater harvesting to provide a steady supply of safe, pure water. And their tactics, updated for our times, have been exhaustively tested and proven safe and effective.

But for those tactics to make sense in this culture, Peter and Michelle expose deep social assumptions...assumptions that start at the centralized storage facilities where your water is chemically treated, and wind up right at your own household spigots.

What are those assumptions? Discover the startling answers Peter and Michelle offer [HERE](#) (link) – answers that reclaim wisdom of the past to restore the future!

What's next? Over the coming seven weeks, you'll receive the following lessons:

2. Property-Scale Systems Thinking
3. Your Tank Is A Bio-Reactor!
4. Rainwater Harvesting Design Guide
5. Building a Site Plan by Hand
6. Good Design & Sensible Maintenance
7. When Should You Clean Your Tank?
8. Storage, Pumps, and End Use

You'll have an opportunity to ask your own questions throughout this course. And having registered for this course, you have access to our exclusive recorded webinar, **Myths and Misconceptions about Rainwater Harvesting**.

We're looking forward to seeing you next week, with a look at Systems Thinking!

Email #2: Module 1

[ERWH Taste Test Module 2] Systems Thinking 101: Of Silos and Living Systems

Hi there!

In our Welcome Module, we looked at the reasons why rainwater harvesting is so badly needed right now: how, between climate change, a centralized approach to water distribution, and deteriorating infrastructure, billions of humans are facing critical water scarcity in the coming years. And we looked at the assumptions that got us all into this mess...

Today, Peter and Michelle shake up those assumptions. They start by examining the *siloed*, conventional mindset that approaches the water treatment process as a closed machine, myopically focused only on its benefits to the utilities and their customers.

Then, they explore the *systems* approach that holistically factors in the surrounding environment: water quality, aquatic ecosystems and wildlife habitat, water supply for downstream communities, and more.

What happens when you practice rainwater harvesting and reduce your dependence on conventional water sources? Click [HERE](#) to find out in today's module...

...And be prepared; your decisions can have a greater impact than you might expect.

Next week we'll take a look at some of the beneficial bio-processes of a healthy rainwater harvesting system in Module 2: "**Your Rainwater Tank Is a Self-Purifying Ecosystem.**"

Wondering about the safety of rainwater harvesting, or any other dire tales you might have heard about it? Be sure to check out our exclusive webinar, ***Myths and Misconceptions of Rainwater Harvesting***, already on your student dashboard.

And if you want to review last week's lesson, it's there also:

1. Why is Rainwater Harvesting Necessary?

Looking forward to seeing you next week!

Email #3: Module 2

[ERWH Taste Test Module 2] Your Rainwater Tank Is A Self-Purifying Ecosystem

Hi there!

Last week, Peter and Michelle explored the difference between *siloed* versus *system* thinking. They exposed the impacts of the water industry's focus on centralized treatment and distribution, and the benefits of a holistic, localized approach for aquatic ecosystems, wildlife habitat, and downstream communities.

So - what is your impact with the water you use? What would you like it to be?

And systems thinking isn't limited to the big environmental picture. Today, Peter and Michelle take a look at the small, enclosed living system that develops as your rainwater tank becomes a bio-reactor...

A bio-what, you say?

Basically, a well-managed rainwater tank functions as a self-contained, self-purifying ecosystem, in which natural processes such as settlement and flocculation, combined with beneficial, naturally occurring bacteria, help to destroy pathogens.

Natural processes like this help you to obtain safe, drinkable water from rainwater – as cultures around the world have done for millennia – without using dangerous chemicals or pricey technologies.

How can this be? Click [HERE](#) to see Peter explain it in this quick video.

Next week, we'll be getting into the nitty-gritty of rainwater system design: all the components and their functions, from roof to ground level; how the system works as a whole, and how to keep it functioning at peak performance, all in a downloadable PDF.

Are you worried about the safety of rainwater harvesting, or any other dire tales you might have heard about it? Be sure to check out our exclusive webinar, ***Myths and Misconceptions of Rainwater Harvesting***, already on your student dashboard.

And if you want to review the past two weeks' lessons, they're there also...

1. Why is Rainwater Harvesting Necessary?
2. Property-Scale Systems Thinking

We're looking forward to seeing you next week!

Email #4: Module 3

[ERWH Taste Test Module 3] Wishing for a Simple RWH Guidebook? Wish No More!

Hi there!

Last week we dove in and explored the self-contained ecosystem that develops in a rainwater tank, with its natural processes of settlement, flocculation, and bioreaction, combined with beneficial, naturally occurring bacteria helping to destroy pathogens.

Who'd have thought that these bio-processes, happening in what looks like sludge, could be purifying your water?

And this week...well, this week we start moving from the core concepts into the practical how-to's.

On your dashboard you've received the downloadable Residential Design Specification and User Guide, produced by Peter's company, Urban WaterCycle Solutions, in partnership with the Rainwater Harvesting Association of Australia.

In its clear, detailed description of every component, function, and process of a rainwater harvesting system, this is the best user guide we've found.

Based on the data from years of monitoring residential rainwater harvesting systems in Australia – *where one in four households safely use rainwater for their daily needs!* – this guidebook isn't a tired rehash of the water utility industry's conventional talking points.

Exhaustively tested and proven, the manual guides you through a hybrid system for an urban home using roof catchment. When stored rainwater is available, the system uses this first for outdoor, toilet, laundry and hot water needs. Otherwise, household demands are supplied with utility-supplied water.

The end result? Less stress on your municipal water system, a safe water supply during water crises such as floods or drought, and safer output to your local environment.

Click [HERE](#) to open and download your PDF copy of the Rainwater Harvesting Design Guide.

And with this guidebook under your belt, you'll be ready for next week's video, on building your site plan – your most important resource for the phases of design, construction, and installation. *Not* to be missed.

And just a reminder: be sure to watch our exclusive webinar, ***Myths and Misconceptions of Rainwater Harvesting***, to learn the truth about the safety of rainwater harvesting, and any other dire tales you might have heard about it. The recording is already on your student dashboard; check it out!

And if you want to review the past weeks' lessons, they're there also:

1. Why is Rainwater Harvesting Necessary?
2. Property-Scale Systems Thinking
3. Your Tank Is a Bio-Reactor!

Are you starting to feel more confident and empowered about the idea of rainwater harvesting on your property? This Taste Test is providing just a tiny taste of the information you'll receive in our On-Demand Essential Rainwater Harvesting course. You can...

- Dive deep into 90+ lessons, split in seven structured modules
- See other students' questions answered in eight recorded webinars with Peter and Michelle
- Anchor your learning with assignments and test your recall with quizzes
- Watch the recordings of other students' mentoring sessions

This is the rainwater harvesting course that will give you all the information you need to capture and store pure, drinkable water safely on your property for years to come.

Button: Sign me up!

Looking forward to seeing you next week!

Email #5 Module 4

[ERWH Taste Test Module 4] Why You Need a Site Plan, and How to Create One

Hi there!

In our last lesson, you received a copy of Peter's meticulously tested and proven Rainwater Harvesting Design Guide, which walks you through a hybrid system for an urban home using roof catchment.

This manual gives you a good, solid foundation in good design and sensible maintenance practices for your household system: be sure to keep it handy! We'll be looking at its key points in greater detail in today's lesson and throughout the rest of the course.

So now, let's move into the practical steps of designing your system: where do we begin?

Before anything, you need to know what you're working with. What are the strengths and weaknesses of your property, the source points of your water, the contours and geology of the land, buildings and roadways, etc., etc.?

A site plan is the first, and probably one of the most important, tools to help you with the proper design, location, and layout of your system. It becomes a critical resource during construction, and during installation you can use it to communicate your design details effectively and very simply to contractors or other helpers.

In today's lesson, Michelle discusses the importance of building a site plan, and how to build one using a base map, an architect's scale ruler and data overlays. Join us for this hands-on, practical tutorial [HERE](#).

Have you watched our exclusive, recorded webinar, **Myths and Misconceptions about Rainwater Harvesting**, yet? It's designed to put to rest all the popular scare stories you'll see on sites around the web (there's nothing like a good urban myth, right?). It's right on your student dashboard - do make the time to see it.

And if you want to review the past weeks' lessons, they're there also...

1. Why is Rainwater Harvesting Necessary?
2. Property-Scale Systems Thinking
3. Your Tank Is a Bio-Reactor!
4. Rainwater Harvesting Design Guide

If this Taste Test is making you thirsty for more information, you don't want to miss our full-scale On-Demand Essential Rainwater Harvesting course:

- 90+ lessons, split in seven structured modules
- Eight recorded webinars where Peter and Michelle answer past students' questions
- Assignments and quizzes to anchor your learning and test your recall
- Recordings of other students' mentoring sessions to inspire you to create your own system

Secure your household supply of fresh, pure, drinkable water with this rainwater harvesting course today!

Button: Sign me up!

Looking forward to seeing you next week!

Email #6:

[ERWH Taste Test Module 5] How Does Your RWH Design Affect Maintenance Later?

Hi there!

Last week, we looked at the importance of building a site plan: how it serves as a critical resource during design as you determine the location and layout of your system, and helps you to communicate your specifications to contractors during construction and installation.

Today, we're diving deeper into design principles: how do your design details relate to the maintenance work you'll need to do, once your system is set up and running? What does *good design* mean in terms of maintenance down the road?

Prepare for surprises! While many sources claim that certain design details or maintenance practices are key to the proper functioning and safety of your system, Peter's years of research are based on meticulously gathered actual data, not design engineers' theories.

Discover the design and maintenance principles that keep your system functioning in tip-top form in today's lesson, [HERE](#).

Don't forget - our exclusive, recorded webinar, *Myths and Misconceptions of Rainwater Harvesting*, is on your student dashboard. If the accepted wisdom regarding the dangers of rainwater harvesting is still making you nervous, Peter Coombes' decades of proven data and case studies will put your mind to rest.

And if you want a refresher on the past Taste Test lessons, they're right on your student dashboard as well:

1. Why Is Rainwater Harvesting Necessary?
2. Property-Scale Systems Thinking
3. Your Tank Is a Bio-Reactor!
4. Rainwater Harvesting Design Guide
5. Building a Site Plan by Hand

Looking forward to seeing you next week!

Email #6.5

ERWH Taste Test: What's the Deal with this Myths and Misconceptions Webinar?

Hi there!

For the past few weeks, we've been adding a reminder at the end of each Taste Test email about our recorded webinar, **Myths and Misconceptions of Rainwater Harvesting**.

And if you haven't watched it yet, you may be wondering why it's such a big deal...

Well, the perennial questions about whether rainwater is safe, and how that natural purification process works, are *just the beginning* of the topics we covered, followed by a Q&A period for questions from Taste Test students just like you.

But first, let us give you some info about the webinar leaders – the co-instructors of our Live Essential Rainwater Harvesting course:

International RWH expert Peter Coombes, Ph.D., is a director of the independent research, policy and consulting group Urban Water Cycle Solutions. He is a member of the steering committee at Imperial College London for the CAMELLIA research program and a former Deputy President of Stormwater Australia; has served as an advisor on alternative water policy to the United Nations, and as water consultant to the governments of Canada, Saudi Arabia, India, Korea and New Zealand. He's designed and developed more than 120 sustainable systems in arid Australia and internationally.

RWH author/educator Michelle Avis, Mechanical Engineer, is internationally trained and certified in renewable energy and regenerative design. As co-founders of the globally recognized, award-winning design/consulting/education firm Verge Permaculture, Michelle and her husband Rob Avis designed and implemented their own urban permaculture demonstration site, including an integrated rainwater harvesting/graywater system, and wrote the in-depth how-to manual on Essential Rainwater Harvesting (included as the manual in our upcoming Live RWH course).

And we were proud to host as our special guest...

World-famous rainwater educator, Brad Lancaster, author of the 2-volume award-winning classic, *Rainwater Harvesting for Drylands and Beyond*, harvests 100,000 gallons of water every year from his 1/8-acre urban lot and adjoining right-of-way in bone-dry, blazing-hot Tucson, Arizona.

Together, they represent more than 30 years of training and consulting expertise, harvesting rainwater in some of the driest places on earth!

If you're thinking about adding a rainwater harvesting system on your property, it's quite possible that you may face objections from neighbors, municipal officials, or others. So, it's

important for you to know this internationally proven data from a global expert, so you can educate the skeptics, and be a rainwater change agent yourself.

The webinar is waiting for you on your student dashboard, along with the past lessons of this Taste Test, ready for you whenever you want to refresh your memory:

1. Property-Scale Systems Thinking
2. Your Tank Is a Bio-Reactor!
3. Rainwater Harvesting Design Guide
4. Building a Site Plan by Hand
5. Good Design & Sensible Maintenance

Looking forward to seeing you next week!

Email #7:

[ERWH Taste Test Module 6] When You Need to Clean Your Tank (and How to Do It)

Hi there!

Here we are at the next-to-last module of your Essential Rainwater Harvesting Taste Test - congrats! And now you have the option to dive deeper, in our On-Demand course...but more about that later.

Last week we took a look at the balance between your RWH system design and the maintenance work you'll need to do once your system is up and running. And Peter delivered some startling real-world data on just how critical some best practice recommendations actually are.

This week we'll go further into the questions of maintaining your system, with a look at what to do if you're concerned about the quality of the stored water in your system. How do you know when you should clean your tank, and how should you go about it? Peter applies the time-honored, real-world experience of Australian rainwater harvesters, backed up by meticulous research, to give simple, practical answers.

Be sure to download the tank-cleaning checklist that goes along with this lesson, as a handy guideline.

Speaking of keeping your tank clean and your water pure....

Have you seen our recorded webinar, ***Myths and Misconceptions of Rainwater Harvesting***, yet? It's on your student dashboard; don't miss it!

So, now that you know the startling truth about the safety of rainwater, and the benefits of having your own supply of fresh, clean water, are you ready to build your own system?

We're giving you the basics in these Taste Test lessons...but to fully understand the science, the design and construction, and the maintenance of a rainwater harvesting system (and have guidance and a professional review for your own system design), you'll want to hurry and sign up for the On-Demand course.

Peter and Michelle cover all the tested and proven details in seven comprehensive modules, including more than 90 lessons...answer past students' questions in eight recorded lecture/Q&A sessions...provide assignments, quizzes, and easy-to-understand readings and graphic cheat-sheets to lock in your knowledge...and inspire you to create your own system with recordings of past students' mentoring sessions.

Here's a brief overview of all they cover:

Module 1: Intro and Key Concepts - The ecology of a rainwater storage tank...the difference between decentralized and conventional systems...how using system design principles in your RWH setup can benefit the larger water management network...

Module 2: Water Quality - An overview of water standards...regulations and codes...a raindrop's journey through the system...drinking water guidelines...water testing parameters

Module 3: Anatomy of a Rainwater System - The essential components of a RWH system... tools for creating a site plan...designing stacked tanks...frost protection...sensible maintenance

Module 4: Supply, Demand, and Sizing - Determining the best size and design for your system..calculating the feasibility and performance of your design

Module 5: Collection and Prefiltration - Assessing your roof, gutters, and downspouts...prefiltration options, different types of piping and the considerations for each

Module 6: Storage, Pumps, and End Use - Selecting, installing, and setting up your tank...choosing a pump...using rainwater for your hot water supply...final filtration...when to clean your tank

Module 7: Course Summary - Summing up the course...special considerations for cold climates

Remember - *this is not predigested North American industry-speak*. This is info that Peter has spent decades independently researching, testing and proving... info that he provides to international governments and rainwater harvesting clients around the world. If you're looking to set up your own rainwater harvesting system, *this* is the info you need!

Button: Sign me up!

Do you want to review the past lessons of the Taste Test (excerpted as a sneak-peek of the On-Demand course)? They're on your student dashboard, ready for you:

1. Property-Scale Systems Thinking
2. Your Tank Is a Bio-Reactor!
3. Rainwater Harvesting Design Guide
4. Building a Site Plan by Hand
5. Good Design & Sensible Maintenance
6. When Should You Clean Your Tank?

Looking forward to seeing you next week!

Email #8:

[ERWH Taste Test Module 7] How to Select and Set Up Your Tank and Pump

Hi there - and welcome to the last module of your Rainwater Harvesting Taste Test!

Last week we looked at the red flags that tell you whether you need to clean your rainwater tank, and how to go about it. And Peter offered some surprising insights gained from thousands of Australians' experience over decades, backed up by meticulous research and documentation.

This week, in a two-part module, we'll finish up with a practical look at two critical components of your system: your tank and pump.

In Michelle and Peter's last video module, you'll learn how and where to set up your pump. And you'll discover all the details on selecting and setting up your tank – materials and their pros and cons, component design and configuration, and more — in a sample chapter of our in-depth Essential Rainwater Harvesting manual.

(Heads-up! The chapter is not downloadable, and your free access will expire on March 31. However, you'll receive the entire book when you enroll in the On-Demand course.)

Wanting to review the *Myths and Misconceptions* webinar and the lessons of this Taste Test? They're still available on your student dashboard...

1. Property-Scale Systems Thinking
2. Your Tank Is a Bio-Reactor!
3. Rainwater Harvesting Design Guide
4. Building a Site Plan by Hand
5. Good Design & Sensible Maintenance
6. When Should You Clean Your Tank?

So... did this Taste Test and webinar clear up some of your questions about the safety and benefits of home-scale rainwater harvesting? Are you feeling empowered – curious – thirsty for more?

With the world heading full-tilt into a water crisis, having a dependable home-scale water supply is going to be more important than ever in the coming years, not only in terms of your own water security, but also in terms of your downstream impact. Don't wait till the situation is dire. Sign up today for the On-Demand Rainwater Harvesting Course to set up your own system!

Button: Sign me up!