

GUIDE TO RAISING FUNDS AND AWARENESS

STEPS TO SUCCESS



1. LEARN ABOUT THE GLOBAL WATER CRISIS

When you walk, your advocacy educates others on the enormous and urgent need for clean, safe water around the world. Check out the resources in this toolkit or visit watermission.org and [sign up for our blog](#) to learn more.

2. CUSTOMIZE YOUR PERSONAL WEBPAGE

ADD A PERSONAL TOUCH: In the Participant Center, you can customize your personal webpage. Add a photo or story and let your friends know why you are walking and raising funds to end the global water crisis. See the next page for ideas on how to share your story.

SET A GOAL: Determine how many people you want to recruit for your team or how much money you want to raise and update your fundraising goal. Setting measurable goals and celebrating your progress along the way is a great way to stay focused and motivated.

3. INVITE OTHERS TO JOIN YOU

Ask your family, friends, and co-workers to walk with you or consider supporting you through giving. Let them know that registration for the Walk is open and share a link from your personal page to make it easy for them to register and support you!

4. RAISE AWARENESS AND FUNDS

Use the tools on the following pages to help spread the word about the hope and health that safe water brings. You can also invite family and friends to show their support by making a donation. Be sure to thank everyone who supported the cause. Whether sharing social media posts, joining the Walk, or making a gift, every person can make an impact!

SPREAD THE WORD



SHARING ABOUT THE GLOBAL WATER CRISIS

Did you know **2.2 billion people around the world lack access to safe water**? That's *one-third* of the world's population.



Collectively, women in Africa spend 200 million hours per day walking for water.



One person dies every 37 seconds from a water-related illness.



443 million school days are missed every year because of the global water crisis.



2.2 billion people around the world lack access to clean, safe water. And 4.2 billion don't have adequate sanitation facilities.

When water is safe and free from contamination, it plays a key role in health, agriculture, the environment, and even job creation. But unsafe water can be fatal. **Throughout the developing world, billions of people have no choice but to drink water that is contaminated and suffer exposure to dangerous waterborne diseases like cholera and typhoid.** That's why the World Economic Forum lists the global water crisis among the top five global risks.¹

Globally, one person dies every 37 seconds from a water-related illness.

Collectively, women in Africa spend 200 million hours every day walking for water.

Children suffer from 90% of diseases caused by unsafe water and sanitation.

Yearly, children miss 443 million school days because of the global water crisis.



But the water crisis is solvable, and Water Mission is saving lives through safe water and sanitation solutions.

As a nonprofit Christian engineering organization, Water Mission designs, builds, and implements solutions that break through the global water crisis. Our comprehensive approach provides sustainable safe water treatment systems, sanitation solutions, and hygiene education to communities around the world. Our vision is that all people have access to safe water and an opportunity to experience God's love.

Charity Navigator has awarded Water Mission its top, four-star rating 14 years in a row. Information shared by less than one percent of charities rated by the organization. To learn more about our financial transparency and integrity, visit watermission.org/financials.

watermission.org | +1.843.765.7395

Share these facts from our [global water crisis flyer](#) with your friends and family to increase awareness and strengthen your call for support.

SHARING YOUR PERSONAL STORY

Think about what clean, safe water means to you and why you chose to participate in the Walk for Water. **The more personal and specific your story can be, the more likely others are to join you and support the cause.** Consider reaching out to family and friends through a phone call, a text, an email, or social media. In your message, include the following:

- Why you care about the global water crisis.
- How big the need for safe water is.
- What Water Mission is doing to provide safe water.
- How your friends and family can join you in the Walk for Water or how they can donate.

SOCIAL MEDIA TOOLS

Social media can be a powerful way to bring awareness to issues and engage others in being a part of the solution. As you encourage your followers to join the Walk for Water or donate to your Walk, consider using the following resources:

FACEBOOK PROFILE FRAMES

Add a frame to your profile to tell your friends and family that you've registered for the Walk for Water!

To add a profile picture frame go to facebook.com/profilepicframes. Search for Water Mission's 2021 Walk for Water frame and click on the appropriate design. Once the frame is added, click *"Use as Profile Picture."*



SOCIAL MEDIA IMAGES

Use these images to share about the global water crisis and to encourage others to join you in the Walk for Water.

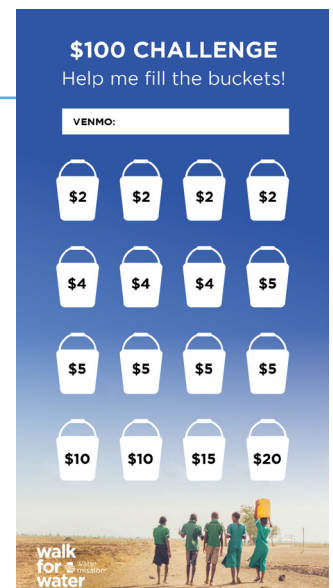
[Download social media images here.](#)



FILL THE BUCKET CHALLENGE

Share these images on your Instagram or Facebook stories to encourage donations in a fun way! See the next page for instructions.

[Download story images here.](#)



FILL THE BUCKET CHALLENGE INSTRUCTIONS



Using these Instagram or Facebook story slides is a fun way to get your friends involved as you **spread awareness of the global water crisis** and **raise money for the Walk for Water!** The story slide deck expresses why you are walking, shares stories of individuals impacted by the global water crisis, and invites others to participate.

- Download the pre-designed slide deck images to your phone, tablet, or computer [here](#).
- Open your Facebook or Instagram app and start a new story.
- Add the slide deck images to your story one by one. You can customize by adding your own slides to the deck or add additional text to the pre-designed slides through the Instagram story editor.
- For the “Fill the Bucket” slide, you have three options to upload: a **\$100, \$500, or \$1,000 goal**.
 - Add your Venmo handle (or cross out “Venmo” and add Paypal information) so your followers can send you the bucket amount they would like to claim.
 - As your followers give, post updates showing which buckets have been claimed. You can cover the buckets with GIFs or emojis and tag the donor’s Instagram handle tag to publicly acknowledge their gift!
- Once one bucket slide has been filled, **go for two!**
- Donate the proceeds using your Walk for Water personal or team fundraising page. Any donors who contribute directly to you will not receive a Water Mission acknowledgment letter, so it’s important for you to thank your donors and share how their gift will help bring clean, safe water to those in need.

