

COMMUNITY LEAD

The Community Lead is responsible for directing the Community Committee as they encourage people to register, raise funds, and attend your Walk for Water.

RESPONSIBILITIES

- Learn about the global water crisis and Water Mission's work so you can share why the Walk for Water is essential.
- In cooperation with the Event Lead and the Finance Lead, familiarize yourself with the registration and donation pages for your Walk's TeamRaiser platform.
- Schedule speaking opportunities at schools, businesses, churches, and other organizations to promote your Walk.
- Recruit and engage community influencers to support and promote your Walk.
- Coordinate with the Finance Lead to ensure smooth registration processes, both before and at the Walk, as well as guidelines for handling donations.

BENEFITS OF USING TEAMRAISER FOR REGISTRATIONS AND DONATIONS

One of the biggest benefits of using the TeamRaiser platform is that recruitment and donation processing can be streamlined through your event registration and donation pages. Once you have coordinated with the Event Lead and the Finance Lead to set-up your event registration and donation page, online registration offers the following benefits:

- It saves time.
- It allows for paperless registration.
- Walkers can customize their personal fundraising pages.
- Walkers can send emails to recruit others, ask for donations, and thank people who support them.
- Donors using credit cards are automatically emailed a tax receipt.
- It allows guests to set up personal fundraising pages where they can accept donations and customize their page with photos and messaging to explain why they're walking.
- TeamRaiser also allows participants to send emails from their Participant Center to recruit more walkers, ask for donations, and thank people who support them.

Water Mission will also provide a paper registration form for offline registrations.

MANAGING COMMUNITY INFLUENCERS

- Recruit influencers who are engaged in the community, enthusiastic, friendly, and determined.
- Help influencers develop a recruitment goal and strategy.
- Motivate influencers to set recruitment and fundraising goals.
- Support influencers with resources, stories, and social media tools.

RESOURCES

- [Printable Registration Form](#)
- [Guide to Raising Funds and Awareness](#)
- [Global Water Crisis Flyer](#)
- [iSpy Flyer](#)
- [Walk for Water Presentation](#)
- [Social Media Images](#)