

EVENT LEAD

The Event Lead casts the overall vision for your Walk for Water. The Event Lead's primary responsibilities include assembling a reliable Leadership Team (LT), building relationships in the community, and developing your Walk's event plan. The key to success lies in recruiting, organizing, and motivating the LT. This team will then recruit walkers, obtain sponsorships, and plan the Walk to raise funds and awareness of the global water crisis and Water Mission's work.

RESPONSIBILITIES

- Learn about the global water crisis and Water Mission's work so you can share why the Walk for Water is essential.
- Assemble, direct, and motivate the LT.
- Schedule and facilitate regular planning meetings.
- Work with the LT to establish event date, time, goals, and budget.
- Delegate responsibilities to the LT and monitor the progress of their committees to ensure tasks are completed, offering assistance as needed.
- Create a registration and donation page using Water Mission's TeamRaiser platform.
- Act as the event spokesperson within the community to support recruitment efforts and media engagement.

LEADERSHIP STRUCTURE

Forming a diverse LT allows you to involve a wide range of people from across your community and encourages excitement for the Walk. As you read the committee lead descriptions, think about the people you know, their talents, and how they might use their skills to serve. These roles can be combined for smaller Walks or broken down into additional roles as your event grows.

Some LT positions we recommend recruiting are:

- **Community Lead:** Gets individuals, schools, businesses, and churches involved, registered, and engaged in awareness and raising funds.
- **Finance Lead:** Manages the overall event budget and all donations.
- **Logistics Lead:** Oversees all details, from pre-event preparation to day-of logistics. This includes securing a Walk site, organizing the route, and managing set-up and tear down.
- **Promotions Lead:** Uses marketing avenues to drive awareness, participation, and efforts to raise funds.
- **Sponsorship Lead:** Secures donations, products, and services from businesses to help offset the cost of the Walk.

RESOURCES

- [Walk Planning Guide](#)
- [Detailed Walk Timeline](#)
- [Walk for Water Presentation](#)
- [Global Water Crisis Fact Sheet](#)
- [Walk Promotion Materials](#)