

PROMOTIONS LEAD

The Promotions Lead is responsible for leading the Promotions Committee, which develops a plan for your Walk that will drive awareness, participation, and raising funds efforts.

RESPONSIBILITIES

- Research and pitch creative stories to radio, print, and online media outlets.
- Organize a photography/videography team and provide a “shot list” of photos and video for the event.
- Coordinate with the Sponsorship Lead to determine the value of anticipated media and PR exposure to secure in-kind media sponsorships.
- Greet and direct media at the event and ensure amenities are provided.

SOCIAL MEDIA PROMOTION

- **Follow:** Encourage your Leadership Team and others to follow Water Mission on social media in order to stay informed about the work you are making possible:
 - Facebook: [@WaterMissions](#)
 - Twitter: [@water_mission](#)
 - Instagram: [@water_mission](#)
 - LinkedIn: [@water_mission](#)
- **Share:** Once your Walk is registered and your TeamRaiser registration and donation site is ready, share it within your social media networks using the share buttons on your page.
- **Tag:** When you post updates about your Walk, tag Water Mission (handles listed above) and use hashtag **#walkforwater**.
- **Create a public “Event” on Facebook for your Walk:**
 - Use the social media images provided on the [resource page](#) as your cover and profile photos.
 - Post updates about your event, facts about the global water crisis, and engaging photos. You can also share posts from Water Mission’s homepage for more content.
 - Encourage your networks to “share” your posts on their personal pages to help increase interest.

SAMPLE PHOTO AND VIDEO SHOT LIST

- Volunteers setting up for the Walk
- Generic shots (e.g., just buckets, water, banners, stickers, etc.)
- Opening and closing ceremonies
- Walk route empty and with people
- People filling buckets
- Post-Walk festivities

SAMPLE INTERVIEW QUESTIONS

- Attendees: Why do you walk? How much fun is the Walk?
- Volunteer Committee: Why are you serving?
- Event Chair: Why is the global water crisis important? Why are you supporting Water Mission?
- Fundraisers: How did you raise funds? What made it easy?
- Individuals/Families: How does your faith motivate your participation?
- Corporate Sponsors: Why did you sponsor the Walk? What would you say to someone interested in sponsoring the Walk?
- Teachers: How and why do you encourage students to make a difference?

RESOURCES

- [Walk Logo](#)
- [Walk Promotional Poster](#)
- [Press Release](#)
- [Social Media Images](#)
- [Walk for Water Presentation](#)
- [Promotional Postcard](#)
- [Global Water Crisis Flyer](#)