World Vision | GLOBAL 6K FOR WATER

Fundraising Toolkit
Tips and tricks for helping create lasting change

Step one: Get inspired

Learn why water is important and see the difference your funds will make.

To do: Know why you're running. Check out **worldvision.com.au/6kforwater** for all the inspiration you'll need.

Step two: Start planning

Set goals – aim high! You'll be surprised by how much people are willing to give to support you.

To do: Set a target and tell everyone about it!

Step three: Add a personal touch

Fundraising campaigns always perform better when there's a face behind them. Personalise your communications, especially for close friends and family.

To do: Update your participant page with your story, profile picture, plus a photo or video of yourself.

With your help, we can reach one new person with clean water every 10 seconds

Step four: Get social

Share your fundraising page on Facebook and Twitter. Catch people's eyes with flyers, posters and announcements and don't forget to let them know why you're running!

Here's a sample Facebook post:

I'm running the #6kforwater! Support me and people around the world in the fight to help bring clean water to communities in need – even a little can help achieve a lot. You can donate through my fundraising page here: [copy and paste the link to your everydayhero page]

Get creative – don't spam your audience by repeating the same messages. Make it fun! Ideas include:

- Encouraging people to donate by promising attainable (and humorous) rewards.

- Using images from our Global 6K for Water resources page or creating your own.

- Creating short videos and Instagram Stories of what you're doing to prepare for race day.

- Posting a funny meme or GIF to describe your emotions leading up to race day.

Remember to tell your donors where the money goes – we've made this easy by providing you with shareable social media tiles. Download these at worldvision.com.au/6kforwater.

Post regular updates on how you're tracking so your supporters can see the difference their money is making.

To do: Thank donors using the shareable social media tiles.