



# **GLOBAL 6K<sub>FOR</sub> WATER<sup>®</sup>**

Saturday 19 May 2018

## **Church Planning Guide**

Everything you need to activate your local church to create global change



“... I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in ...”

— Matthew 25:35 (NIV)



World Vision's Global 6K for Water is a dynamic event that unites churches from all over the world on the same day for the same cause: accessible clean water. It's a simple way to empower your congregation and engage your local community.

We are so excited to have you and your church as a part of this movement, and we hope this guide helps you along the way.

**Your goal** is to unite your congregation and community for global change by laughing and sweating alongside them at this amazing event.

**Our goal** is to provide you with everything you need to run a successful event that will help children access lasting clean water and the chance to experience life in all its fullness.

Inside this guide you'll find information to help you through the four simple phases of planning your Global 6K:

1. **Launch**
2. **Increase your impact**
3. **Plan**
4. **Celebrate**

Use as little or as much of this guide as works for you. If you have any questions or need extra support, our team will be there to help you every step of the way.

**Claire Rogers**  
CEO, World Vision Australia

# Planning at a glance

## PHASE ONE: Launch

### Create your team page so participants can register

Visit [worldvision.com.au/6kforwater](https://worldvision.com.au/6kforwater) and follow these steps:

- Click on the **Register as a Host** link and follow the prompts to create your team and personal fundraising pages.
- **Customise your pages** with images and important details, like your event location, time and date.
- **Share your team page** with your congregation and encourage them to join as participants. Include the sign-up link from your team page in all communications you send out.

### Launch Global 6K for Water at your church

Whether your church is a seasoned expert at events or new to these kinds of activities, we've provided a helpful checklist to get your Global 6K for Water off to the best start.

- **Pick a Sunday** to announce that your church is hosting Global 6K for Water. We recommend World Water Day on 22 March – this will give you plenty of time for recruitment!
- **Advertise the event** through your church communications – flyers, newsletters, email, social media.
- **Share the Global 6K for Water video** at your services and follow it with a personal invitation from a pastor or Global 6K leader.
- **Host a volunteer-staffed table in the lobby with a sign-up list** – digital or pen and paper, whatever is easiest for you. You could also display posters and other promotional material, which will be included in your host kit and available to download on our website.

Site leaders will receive their host kits after registering. Host sites and all participants will also receive race day kits from mid-April, which include unique race bibs and medals to wear on the day.

### Remind your congregation

- **Follow up over the next week** with an email or social media post that includes the video and sign-up link.
- **Encourage them to invite friends and family** as an outreach!
- You can leave your sign-up table up in the lobby until race day.

## PHASE TWO: Increase your impact

### Spread the word

- **Promote the event beyond your congregation** and encourage your participants to do the same. The more runners and walkers you have, the greater your impact will be.

### Challenge participants to fundraise

- While we hope to build awareness around the plight of access to clean water, we also hope that we can build impact through fundraising. **Encourage your participants to set fundraising goals**, either individually or collectively, that they can work towards. The more money raised, the more children you can help to access lasting clean water.

## PHASE THREE: Plan

### Keep it simple

- **Choose an easy home base** and plan a route around your property or neighbourhood. See our planning tips on page 10.

### Keep it fun

- **Make it an event people enjoy participating in!** Add flair like balloons and upbeat music. Create an energy-filled environment around the finish line to encourage people as they make it to the end.

## PHASE FOUR: Celebrate

### Rock out race day

- **Make sure you've got everything sorted for the big day on Saturday 19 May!** We've provided a race day checklist on page 13. Don't forget to print a copy and bring it with you.

### Share the success

- **Take lots of photos and videos of your participants** as they do their 6K for Water! Ask people what motivated them to join in.
- **Share the highlights of the day on social media** and encourage participants to do the same! Tell people to tag photos with [#6kforwater](https://www.instagram.com/6kforwater) and [@WorldVisionAus](https://www.instagram.com/WorldVisionAus).
- **Choose a Sunday to celebrate all participants** and share the good news of how many lives your church has helped to change.



# PHASE ONE LAUNCH



## All-in leadership

Last year in the United States, the turnout for Antioch Baptist Church's first Global 6K was far beyond what they'd imagined. The pastors increased the church's impact by making a short weekly reminder to the congregation, and even inspired their staff to participate.

Their reminders also featured a Global 6K video from World Vision that they knew would speak to their congregation. On race day, 343 people walked and ran the Global 6K with Antioch – raising over \$25,000 for clean water!

## Advice from previous host sites

### Recruiting tips

- **Recruit passionate people** to help at different stages throughout the planning process. Not only will they take on some of your workload, but they'll also be champions and advocates for the cause! Many hands make light work, and it's a special event to be able to share with others.
- **Share that the Global 6K for Water is a family event** with an educational twist, helping kids better understand poverty.
- **Promote this primarily as a walk.** Not everyone may feel like a runner, and there are lots of walkers with a heart for people in need!
- **Post on local running websites or social media pages** (search "local road races" or "park run").
- **Emphasise that every person who signs up helps bring positive, long-term change to children's lives.**

### Planning tips

- **Start by securing your location:** once you have a place and time you can go from there. Also, request permission from your church or organisation early for a better chance of getting on the official calendar.
- **Stay organised and keep good lists.** This is helpful for your volunteers and for next year if you host the event again.
- **Do as much prep as possible** beforehand so that everyone can enjoy the day of the race.
- **Take advantage of World Vision's assistance** – we're here every step of the way!
- **Visit our website to access resources** – it's a treasure trove of additional planning and recruiting materials, such as posters and shareable social media images. Head to [worldvision.com.au/6kforwater](http://worldvision.com.au/6kforwater). These will be available from early February 2018.
- **Reach out to local stores, businesses and churches** who may let you advertise the event on their boards. Also, look for local sponsors who might provide in-kind donations such as water or snacks for participants.
- **Set a big goal and push it till your voice is gone!** Always refer to the children and families who you'll be helping.
- **Don't get so caught up in trying to host the perfect event** that you forget what you're walking for – clean water for kids.

### Race day tips

- **Social media is king.** Tell everyone to take a selfie wearing their bibs and medals as soon as they arrive. You could even set up a photo booth! Your participants may reach thousands of people you'd never reach on your own. Tell people to tag photos with **#6KforWater** and **@WorldVisionAus**.
- **Share within your own networks:** newsletters, notice boards and email are great ways to spread the word.
- **Have fun, stay flexible and be sure to celebrate every participant.**





# PHASE TWO INCREASE YOUR IMPACT

## Fundraising tips

### Everyone loves a shout-out

Your team page will showcase who is a part of your team and how much you have raised together. Boost their momentum and inspire others to reach higher by acknowledging them publicly through email, social media and from the stage.

### Share updates

Let the community know how your team is doing. Consider posting weekly or bi-weekly progress reports through channels such as social media and email about how much your group has raised so far.

### Give great tools

After registering, participants are provided with their own fundraising page, which they can share with their network. They will also be supported with fundraising tips and shareable content to help them reach their fundraising goal. Call these goals out when you're presenting on stage and follow up with an email reminder.

**In 2017, True North Church in Western Australia ran the first official 6K for Water event in Australia. Wanting to find new ways to engage with the world and make a difference, they worked with World Vision to find a cause that would suit their young adult community. Global 6K for Water was the perfect opportunity.**

"The event was great. We had just shy of 200 people participate on the day which we were so happy with, [especially] for the first run ever," says Ryan Clune, True North Church's Young Adults Pastor. "We raised \$5,800 to go towards clean water ... it was a really fun day."

Beyond the primary focus of raising funds in support of clean water, the event was also a great opportunity for True North Church to engage with their local community and put their beliefs into practice.

"Our young adult community [was] able to take the story of Christ caring for the poor to their friends and show that the church is serious about doing something about that – [and] inviting their friends to be part of it," says Ryan.

**"For me personally I think it has encouraged and reminded me that ... [we] can make a difference both at home and all over the world."**

True North Church is planning to host the Global 6K for Water again for its community in 2018.





# PHASE THREE PLAN



## Planning tips

### Keep it simple

**Choose an event location with plenty of parking and restrooms nearby.** Try to steer clear of areas that require a permit, as Global 6K for Water is more of a fun meet-up with friends and community than a full-fledged race. Don't underestimate the awesomeness of hosting from your own church or neighbourhood park!

### Pick a time

**Most races start around eight or nine in the morning.** Be sure to choose a time that will give you enough opportunity to set up beforehand. Keep in mind that most people take around 90 minutes to walk six kilometres. If you're in a warmer area, consider an earlier start time like 7am to beat the heat.



### Design a route

**If you can't find a six-kilometre loop, use the "out and back" approach.** Simply choose a start/finish line and go. When you reach the halfway point (three kilometres), turn around.

Extra mile: Go out early and mark the course with balloons at the turnaround or any other turns.

### Make it a party

**Everyone loves food!** Bananas, muesli bars, orange wedges and sausage sizzles are crowd favourites. And what's a celebration without music? Appoint someone to be the DJ and blast tunes out of the loudest speakers you can find.

**Extra mile:**  
Find some volunteers  
to do face painting.  
It's fun for everyone!



# PHASE FOUR CELEBRATE



## Race day checklist

### Pre-race

#### ✓ PACK YOUR SUPPLIES

- Balloons and posters
- Sign-in sheet and list of participants

**Optional:** food and drinks, decorations, printed course maps and signage, megaphone

**Send out a reminder to participants to bring the race bibs and medals from their race day kit.**

### Post-race

#### ✓ CELEBRATE

Ideally, you (the leader) will walk or run your 6K before the event start time so you can be there to celebrate with everyone at the finish line. Cheer, high-five and thank everyone who participated!

### Race announcements

#### ✓ GATHER YOUR RUNNERS

- Ask everyone to sign in and out. It's a great way to keep everyone safe.
- Take a group photo and post it online with the hashtag **#6kforwater**.

#### ✓ EXPLAIN THE ROUTE

- Announce whether you're using an "out and back" route or a loop, and let participants know that the course is marked.

#### ✓ EXTEND AN INVITE

- Invite everyone, whether they're church members or not, to come to your service the next day to celebrate and be recognised for their awesome efforts.

#### ✓ HIGHLIGHT THEIR IMPACT

- Thank everyone for coming and announce how many funds they've raised together as a team.
- Tell everyone to look down at the face of the boy or girl on their bib. Remind them that this is a real child – one they can choose to continue their relationship with through child sponsorship.





## Dates to remember

### 8 February

Host site and participant registrations officially open online! You can expect to receive your host site kit in the mail within a fortnight after registering, depending on your location.

### 16 April

Race day kits will start being mailed out.



### 4 May

Final date for participants to sign up to receive their race day kit on time.

### 19 May

**It's race day!**

### 20 May

Time to celebrate and extend your thanks to all who participated.



## FAQs

### Who do I contact with questions?

We're here to help! Email one of our staff contacts and they'll answer as quickly as possible. We can troubleshoot by phone and email – or if your question is more in-depth, we can set up a time to talk via Skype or Google Hangouts.

#### Ben White

Community and Peer to Peer Fundraising Advisor –  
QLD, NSW and ACT

[ben.white@worldvision.com.au](mailto:ben.white@worldvision.com.au)

#### Brendan Parker

Community and Peer to Peer Fundraising Manager –  
VIC, SA, WA and NT

[brendan.parker@worldvision.com.au](mailto:brendan.parker@worldvision.com.au)

### When is the last day to register as a Global 6K participant?

Participants can register all the way up to (and on) race day. Let people know that if they register after Monday 4 May they might not receive their race day kit in time for race day – more motivation for people to sign up early!

### When will participants get their kits?

Kits will begin to be mailed out from 7 May. The kits include a race bib to wear on race day and a medal to wear proudly once they've completed their 6K!

### Can kids participate?

Yes! We want families and children of all ages to participate in this event. Children can run for free alongside a registered adult. Each registered adult can include up to three children for free with their registration. Children must be 15 years old or under and will be provided with a medal and a race bib.

### What if someone asks, “Is it a timed race?” or “Do I have to turn in my time?”

We won't be collecting times, but you can share photos from your day on social media. You can also encourage participants who want to time themselves to use a running app.

### Can registration fees be refunded?

No. Once someone has registered for the race, they've helped to provide clean water for people in need! So whether they come to the event or not, they should feel good about the fact that they've helped change lives.

### What happens if I can no longer organise the event?

See if someone else in your congregation can help by taking over the planning and running of the event. If for some reason this isn't possible, people can still do the Global 6K for Water as a virtual participant. This means they will participate but not be involved in an official event, instead doing it in their own time and location. As long as they have registered as a participant online, they will still receive a race bib and medal.

### Do I need insurance to run my own event?

If you are hosting the event as a part of your church, it is likely to already have public liability insurance. Please discuss this with your church first before proceeding. World Vision insurance does not extend to third party events, and therefore host sites are required to organise their own.

**Visit [worldvision.com.au/6kforwater](http://worldvision.com.au/6kforwater) or contact your state representative if you have additional questions.**





World Vision 

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**[worldvision.com.au/6kforwater](http://worldvision.com.au/6kforwater)**

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