

World Vision 

GLOBAL 6K FOR WATER[®]

Saturday 19 May 2018

Fundraising Toolkit

Tips and tricks for helping create lasting change



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Step one: Get inspired

Why water?

We all need clean, fresh water to drink. But clean water is scarce or unreliable in many communities around the world.

This has a dire impact on the health of children and families. Poor water is one of the leading causes of diarrhoea, which is the second biggest cause of death among children under five, killing 525,000 each year.¹

Key facts

Six kilometres is the average distance women and children in developing countries walk to get water²

844 million people lack access to safe water³

272 million school days are lost each year due to water-related diseases⁴

Every day, almost 1,000 children under five die from diarrhoea caused by contaminated water, poor sanitation and unsafe hygiene practices⁵

Why 6K?

Six kilometres is the average distance people in developing countries walk to get water. That's why, on 19 May 2018, people from around the globe will walk or run that distance as part of Global 6K for Water – raising funds to support World Vision's global water initiatives.

This is the first year Australia will join the race. You'll unite with thousands of people around the world by sweating it out for change.

How your efforts make a difference

Every dollar you raise, along with your registration fee, helps World Vision bring clean water to children and communities in need.

World Vision is the largest non-government provider of clean water in the developing world. With the support of generous people like you, we reach one new person with clean water every 10 seconds.

Our goal? To bring clean water to everyone, everywhere we work, by 2030 – and to do that, we need your help.

Follow the journey at worldvision.com.au/6kforwater.

- 1 WHO (May 2017) "Diarrhoeal Disease Fact Sheet". Available at: who.int/mediacentre/factsheets/fs330/en/
- 2 UN Office of the High Commissioner for Human Rights (OHCHR) (August 2010) "The Right to Water". Available at: ohchr.org/Documents/Publications/FactSheet35en.pdf
- 3 UN, WHO/UNICEF (July 2017) "Joint Monitoring Programme 2017 Report". Available at: unwater.org/new-publication-whounicef-joint-monitoringprogramme-2017-report
- 4 WHO (2004) "Evaluation of the Costs and Benefits of Water and Sanitation Improvements at the Global Level". Available at: who.int/water_sanitation_health/wsh0404.pdf
- 5 UN (2017) "Don't Pollute My Future! The Impact of the Environment on Children's Health". Available at: apps.who.int/iris/bitstream/10665/254678/1/WHO-FWC-IHE-17.01-eng.pdf



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

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Step two: Start planning

Set fundraising goals

Aim high! You'll be surprised by how much people are willing to give to support you. Set goals that are ambitious but achievable.

With your help, we can reach the following people:

\$30

can help provide 23 people with access to clean water and hygiene education

\$50

can help build hand-washing stations in schools to help children stay healthy and clean

\$100

can help keep 76 children safe from deadly infections like cholera and diarrhoea

\$200

can help a community install borehole pumps to provide clean drinking water

When asking people to sponsor you, remember to tell them your target. Post regular updates on how you're tracking so your supporters can see the difference their money is making.

Plan your attack

Make a countdown calendar or mark your diary with key dates and incremental fundraising targets. This will make it easier for you to track your progress and reach your final fundraising goal.

Create your story

Think about what you're raising money for. What does the global water crisis mean to you? Then think about why you're running/walking. Do you want to challenge yourself, meet new people or bond with loved ones? Knowing what motivates you will make motivating others easy. Make sure your fundraising page reflects your motivation as well.

Engage with the communities you're helping to transform. When given the right tools, such as life-changing water, disadvantaged communities can remake their futures. Learn about the lives of the children and families you're helping to change at worldvision.com.au/6kforwater.

Think of ways to stand out from the pack, whether by creating a personal training program for friends to track on social media, or dressing up as a glass of water on race day. Brainstorm ways to make Global 6K for Water meaningful to your life, as well as the ones you're helping transform.

In the past, some participants have chosen to run or walk with a jerry can filled with water – adding an extra element makes the challenge much harder and real.

To do: Update your participant page with your story, plus a photo or video of yourself. Fundraising campaigns always perform better when there's a face behind them.

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Step three: Get social

Share with people you know

For a quick and easy way to encourage donations, share your fundraising page with friends and family on Facebook and Twitter.

Next, write a list of people you can ask for donations. The bigger the better, as not everyone will be able to sponsor you. You'll be surprised how many contacts you already have. Outside your immediate family, consider reaching out to friends, uncles, aunties, cousins, grandparents, team members, social groups, church groups, teachers, family friends, your local café and your workplace – not everyone uses social media, so the more people outside your online networks the better.



Add a personal touch

An email sent to hundreds is much easier to ignore than one directed at yourself. Personalise your message to reach out to those closest to you. Don't forget to let them know why you're running/walking! Email, call, text, instant message or send a letter to everyone on your list.

Basic sample message:

"Hi [name]. I'm running the Global 6K for Water on 19 May to help bring clean water to children and communities in need! I'm getting involved because [write your story here]. My goal is to raise \$[fundraising goal]. Can you please help me by making a donation? You can donate and find out more through my Global 6K for Water page here: [paste your link]."

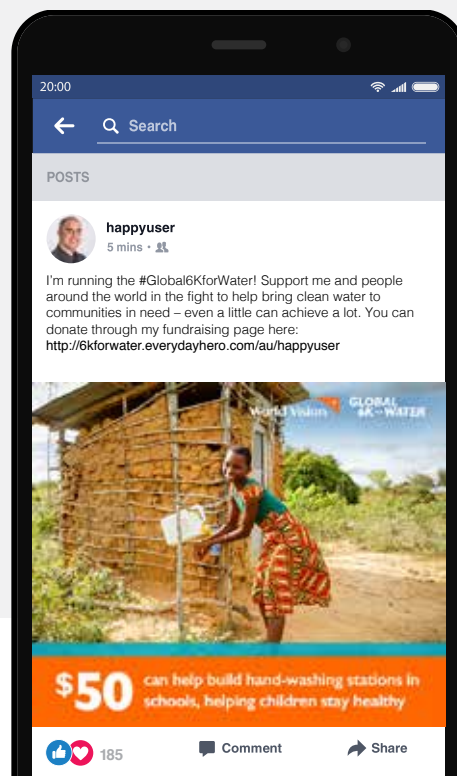
Remember to tell your donors where the money goes – we've made this easy by providing you with shareable social media tiles.

Download these at worldvision.com.au/6kforwater.

Sample Facebook post:

I'm running the #Global6KforWater! Support me and people around the world in the fight to help bring clean water to communities in need – even a little can achieve a lot.

You can donate through my fundraising page here: [copy and paste the link to your everydayhero page]



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Catch your community's eye

- > Ask local cafés and community centres to support your team by posting flyers on their windows or inside their venue.
- > See if your Global 6K for Water team or community group can include your campaign in any newsletters they send out.

Need help? Our website has all the resources you need to get you started, including event posters.

To do: Update your email signature to link to your participant page.

Get creative

Don't spam your audience by repeating the same messages. Keep your social media posts and follow-up emails engaging, fun and respectful. Tongue-in-cheek can also work.



Different ways to remind people to donate:

Make it fun: encourage people to donate by promising attainable (and humorous) rewards. For example, "If you donate \$50, I will dress up in an alligator costume and post it to Facebook".

Use images from our Global 6K for Water resources page or create your own.

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

Consider posting a funny meme, GIF or adorable animal to describe your emotions leading up to race day (excited/anxious/inspired).

Create a series of posts that tell a story, whether through images, words or video.

To do: Invite people to track the movement. Use the hashtag **#6kforwater** so your supporters can see what people are doing around the world in preparation for race day.

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**Spread the news:
tell people you're
participating**



**Show them where
the money goes**



**Thank your supporters
for their donations**



Or DIY your message:



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Step four: Celebrate

Hero your supporters

Make sure to thank your supporters both online and off: it's a nice touch for those going out of their way to back you, and raises awareness around your efforts.

On race day: Post photos and selfies through social media so your supporters can share in your success.

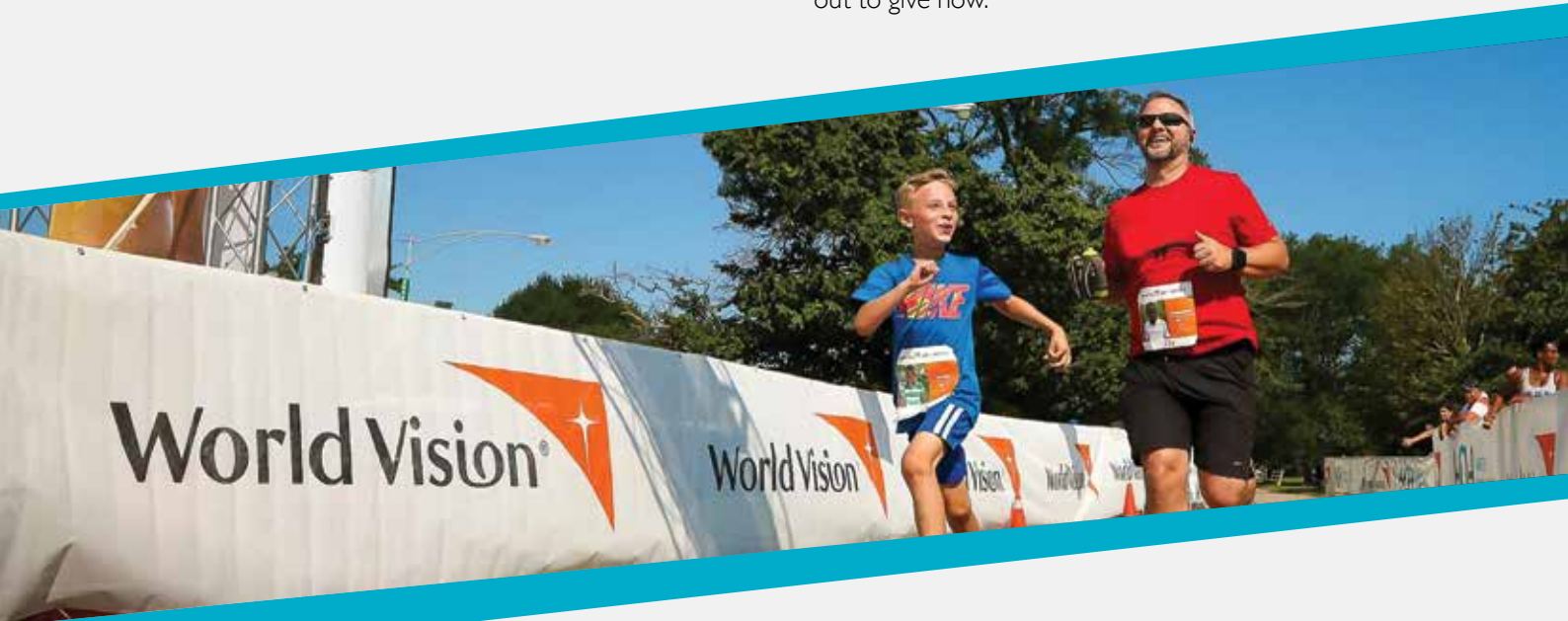
Once it's all over: Write a summary of the day and post a thank you message to everyone who got you over the line. Include as many photos and videos as you can!

Step back

Congratulations, you've completed something amazing! Take a moment to feel proud of what you've achieved and connect with others around the world who have walked or run six kilometres for the same cause – to help bring clean water to those who need it most.

Keep up the momentum

Don't stop at the finish line: Encourage your audience to keep up the fight. Many donations are received after the main event has finished, so encourage anyone who missed out to give now.



Thank you for helping create change

Keep going! Learn how you and your supporters can continue to support the global movement for clean water: worldvision.com.au/6kforwater