



**WE**walk  
for w<sup>💧</sup>ter

## **FUNDRAISING TOOLKIT**

**You have the power to turn clean water on**



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# HELP TURN CLEAN WATER ON FOR PEOPLE AROUND THE WORLD

Your commitment and passion for doing good are truly inspiring, and we're grateful for your help in ensuring families around the world have access to clean water. Your contribution will support critical projects that will create a future where everyone has access to water.

When it comes to fundraisers, anything is possible. This toolkit will guide you through the process of bringing yours to life with all sorts of accessible resources, from fresh ideas to steps for setting up an online donation page.

**NOW LET'S GET STARTED AND  
IMPROVE GLOBAL ACCESS TO  
CLEAN WATER!**



# WHY WATER?

We're thrilled to have you join us as we work toward our goal of improving access to clean water for developing communities around the world.

Clean water isn't a luxury, it's a basic human right—and it's the fastest and most crucial way to break the cycle of poverty. Water has the power to transform communities, and you have the power to turn clean water on for families across the globe.

Your participation will directly contribute to improving access to clean water in developing communities around the world. We can't do it without you.

## Your water impact

Clean water is critical to a community's well-being and success. Without it, girls and women spend hours each day fetching water from unsafe sources, time that could have been spent at school or earning an income. Families lack healthy food sources because the water they use for crops is contaminated. And communities suffer from chronic illnesses due to microorganisms found in contaminated water.

**2.4 million  
people  
worldwide**

**don't have basic  
sanitation services.**

**840+ million  
people**

**are living without access  
to safe drinking water.**

**1,000  
children**

**die every day due to  
preventable water and  
sanitation-related diseases.**

## WE Villages Water Pillar of Impact

WE Villages is a proven sustainable development model that empowers communities to lift themselves out of poverty. It addresses the primary causes of poverty through its five Pillars of Impact—Education, Water, Health, Food and Opportunity—that work together to create change. Our model started with our first Pillar of Impact, Education, to build schools and provide quality education. **However, we realized that children—especially girls—could only attend if they had access to clean water.**

By fundraising for the **WE Villages Water Pillar of Impact**, you are helping give communities around the world:

- Clean water for drinking and cooking
- Healthy and clean sanitation facilities
- Water infrastructure like irrigation or catchment systems for growing food
- Educational programming to equip people with the knowledge to lead healthier lives

By tackling the water crisis in developing communities, we're also tackling the obstacles to education, health care, food and opportunity, thereby addressing the issue of poverty as a whole. All of your donations will be put toward a project or program within the **WE Villages Water Pillar**, ensuring a sustainable and holistic impact that takes into consideration the specific needs of the communities we work with. Projects take into account the general costs, anticipated longevity of the project, average community size and other factors. Learn more about our **WE Villages** model at [WE.org/wevillages](https://wevillages.org).

# WAYS TO FUNDRAISE

There are lots of ways you can raise awareness and funds for your cause. Use your special talents, hobbies or skills to help your fundraiser and have fun while you're at it, too. For example, if you and your family or friends enjoy painting, host a paint night to fundraise! Here are some ideas to get you started.



## WALK FOR WATER

Organize a walk to raise awareness for your cause and raise money through pledges. Your walk does not need to be long, you can also commit to reaching a certain number of steps and encourage people to pledge for every kilometer you walk.



## GO BLUE

Wear blue (or even dye your hair blue!) to raise awareness about the water crisis. Collect donations from those participating.



## COMMUNITY BLOCK PARTY

Organize a party where everyone in your community can come to celebrate water. Raise awareness on the water crisis and collect donations as an entry fee or from sales of food items, games, etc.



## SPORTS EVENT

Host a friendly sports tournament and collect donations from ticket sales or participants. If you and your group prefer to watch a sports game instead, you can set up a fundraising pool for your favorite league and collect donations from entries.



## COMMUNITY OR WORKPLACE POTLUCK

Gather friends and colleagues for a potluck and collect donations from those participating. This is also an opportunity to bring people together to educate them on the water crisis.



## BIRTHDAY DONATIONS

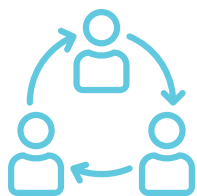
Instead of asking for gifts on your birthday, ask your friends and family to donate to your fundraiser!



## RAFFLE OR AUCTION

Host a raffle or auction in your community or workplace. Ask local businesses to donate prizes, provide services as prizes or even create fun ones yourself such as a handmade gift basket!

# FUNDRAISING TIPS



## **TIP #1: SHARE**

Make sure to share the details of your event with everyone you know. Spread the word to create the biggest impact. Try adding eye-catching images and engaging stories about the impact of clean water such as the ones found on [WE.org/stories](https://www.wecarewater.org/stories).



## **TIP #2: ASK**

Ask friends and family for a specific donation to reach your goal, such as \$25 to give one person clean water for life. It will help each person feel connected to your goal and cause, and it will motivate them to help you reach your goal.



## **TIP #3: RECORD**

Remember to document the highlights and challenges of your fundraiser along the way and share with everyone—and CrowdRise is the perfect place to post your updates! It will help others understand your cause and raise awareness.



## **TIP #4: STAY ORGANIZED**

Keep track of your responsibilities to ensure a successful fundraiser from beginning to end. Use our event checklist on page 12 to guide you.



## **TIP #5: GIVE THANKS**

It's important to thank everyone who participated and donated—it's because of them that you were able to make an impact!



## **TIP #6: HAVE FUN**

Remember to enjoy the process of planning and executing your event. What are other ways to make it fun? Give your campaign a catchy name (puns are popular!), host enjoyable events or activities, and engage with donors and participants!



## **TIP #7: RAISE YOUR GOAL**

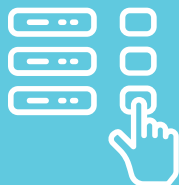
Try starting your fundraiser by setting a low goal and then raising it later once you have reached your first milestone. When others see that you have hit your goal, it will give them a sense of accomplishment and will motivate them to help you reach your next goal!

# SET UP YOUR CROWDRISE PAGE

CrowdRise, one of the world's largest online fundraising platforms, makes fundraising and donating accessible for all. Head to [crowdrise.com/wewalkforwater](https://crowdrise.com/wewalkforwater) and follow the steps below to get started.



**Choose the country you are located in.**



**Click “Join campaign” to join the WE Walk For Water campaign. You’ll then be able to join an existing team or create your own team.**



**If you want to join an existing team, search by name (e.g., team, charity or team captain) or other keywords. Once you find the team you want to join, head to their team page and click “Join the team.” You’ll be directed to sign in or create your CrowdRise account before creating your own page as part of your team’s.**



**If you want to create your own team, fill out the form with your team name, fundraising goal and contact information.**



**Track all donations through your page and watch them add up to one incredible impact!**



**Share your fundraising page with everyone you know. Donors will be able to see who’s participating in your event, what your goal is and why raising money for clean water is important.**

## Need Support?

If you’re experiencing issues or have questions about CrowdRise, head to [support.crowdrise.com/hc/en-us](https://support.crowdrise.com/hc/en-us). If you have questions regarding your fundraiser, please contact [erica.conrad@WE.org](mailto:erica.conrad@WE.org).



# TIPS FOR YOUR CROWDRISE PAGE



## TIP #1: MAKE THE FIRST DONATION

By being the first to donate to your cause, it will encourage others to follow and donate too! When others see that you have already made a head start, they will want to help you reach your goal.



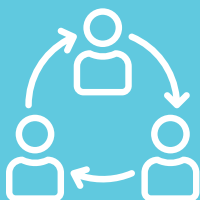
## TIP #2: ADD PHOTOS

Did you know that fundraisers with pictures on their page raise 14 percent more per picture? So remember to post pictures to motivate others to donate to your cause!



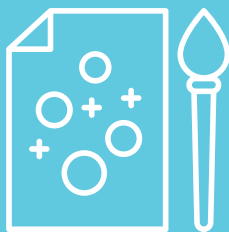
## TIP #3: TELL YOUR STORY

If you have a personal connection to your cause, share your story. It will help others feel more connected to your cause too and motivate them to donate.



## TIP #4: DON'T BE AFRAID TO SHARE

From your social media accounts to emails, remember to share your CrowdRise link with everyone you know. Spread the word to create the biggest impact!



## TIP #5: GET CREATIVE

Make your page engaging so that your supporters don't leave your page without making a donation! Write inspiring posts about your experiences, explain why you are fundraising and what their donations will do for your cause, or even create a video to share.

# SETTING GOALS

Setting a specific, measurable goal will help you organize your time and resources for a successful fundraiser. Use this worksheet to guide you through the process of setting a goal and creating an action plan.

**For example:** I aim to collect \$1,000 in donations to give clean water to a community for life by May 10, the **WE Walk For Water** event day. To raise awareness and funds, I can host a community party and collect donations for the entry fee. I will need to contact friends and family members to volunteer, a local venue to host the party and local businesses to donate prizes. I will also need to rent tables and chairs, purchase decorations for the event, and invite families in the community to come, using email and social media.

QUESTION	ANSWER
How many people are you aiming to give clean water to?	
How will you know when you've reached your goal? Do you have a target number of lives you want to impact or are you raising a specific amount of money?	
When do you want to reach your goal by?	
What action will you take to help fundraise for your cause?	
Who do you need to contact to help you put your plan into action?	
What supplies will you need to complete your fundraiser?	
How will you raise awareness about your cause, event or fundraiser?	

# HOST YOUR FUNDRAISING EVENT

When it comes to hosting an event, a lot of planning is involved to ensure it goes smoothly. Whether you have some experience or none at all, we can support you in organizing an unforgettable event that will be the talk of the town. Kick-off your **WE Walk For Water** event with these tips!

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## PLAN AHEAD

Research and book your venue, and plan around its availability. Then, inform your friends, family, colleagues and community members of your event as soon as you can. This will ensure a large turn out, giving more time for people to plan to come and get the word out about your event!

## CREATE BUZZ

Make your event exciting to attract more attendees. Invite a surprise guest speaker, showcase local talent or give away prizes. Remember to use social media to spread the news!

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## GIVE DETAILS

Make it easy for attendees to come. Include as many details as you can in your invitations such as location, time, a map and what they can expect at your fundraiser.

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## REMIND THEM









Send friendly reminders so that everyone remembers about your event and saves the date in their calendars!





# FUNDRAISING EVENT CHECKLIST

Use this checklist to help you plan what you need for your fundraiser. Include other items you think you may need for a successful event.


## BEFORE THE EVENT:

-  Set a fundraising goal
-  Select a date
-  Plan your idea/event
-  Select and book your venue
-  Send out invitations
-  Recruit volunteers and assign roles
-  Create a schedule
-  Confirm any resources, tools or supplies you need, such as chairs, tables and food

## DURING THE EVENT:

-  Collect and track donations
-  Share your event on social media

## AFTER THE EVENT:

-  Send a note of gratitude to all participants, donors and volunteers, sharing donations and highlights from the event



# APPENDIX A:

## PRINTABLE EVENT INVITATIONS

Use these ready-made event invitation templates to advertise your fundraiser.



### YOU'RE INVITED!

HELP US TURN CLEAN WATER ON FOR  
PEOPLE AROUND THE WORLD

Did you know that more than 840 million people around the globe lack access to clean water? Clean water isn't a luxury, it's a basic human right. Join me in changing the life of a child, a mother, a father, the lives of a whole community:  
**turn clean water ON. Every \$25 raised gives one person clean water for life.**

WHAT:

WHEN:

WHERE:

**WE**walk  
for water

@WEmovement | #CleanWaterON | #WEwalkForWater



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WHAT:

WHEN:

WHERE:

**WE**walk  
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@WEmovement | #CleanWaterON | #WEwalkForWater

**Thank you for joining us for WE Walk For  
Water. Together, we will change lives!**



**Follow us**



**@WEmovement**