

# **Host Site** Handbook

**Everything you need to unite your local** community and equip people around the world with access to clean water





# EVERY STEP YOU TAKE IS ONE THEY WON'T HAVE TO

#### **MAHANA'S STORY**

In Niger, the water Mahana drinks brings diarrhea, stomach pain, and skin rashes. "We can see the water is dirty, especially when things fall inside it—plastic bags, leaves, frogs," says her mom. Clean water? It would change everything. Read Mahana's story on page 9.



Scan the QR code to visit our Host Site Hub at hub.worldvision6k.org, which contains the resources mentioned in this guide.



"I was thirsty and you gave me something to drink"

—Matthew 25:35 (NIV)

#### Hey leaders!

We're so excited to have you and your team join this movement as we come together to empower people around the world with lasting clean water. We created this handbook to give you the ABCs of leading a Global 6K team!

**It's YOUR goal** to connect your family, friends, neighbors, and community for global change—laughing and sweating all the way through this amazing event.

**It's OUR goal** to provide you with everything you need to equip kids and families in developing countries with lasting clean water—that gives them the chance to go to school, have healthy food to eat, and experience fuller lives.

Use this handbook to dream up and plan your Global 6K, and feel free to personalize any of it to your liking. As always, let us know if we can help you with anything. Simply reach out to us at **ask6k@worldvision.org**. We have your back!

#### Crystal O'Rourke

Race Director

World Vision's Global 6K for Water

P.S. We've heard your suggestions and are taking steps to make the 6K more sustainable! Participants now have the option to receive a full participant kit or just their bib. We've also created a new rubber medal that is more cost- and environment-friendly.

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#### **CHECK OUT THESE LOGOS THROUGHOUT** THE HANDBOOK FOR EXTRA INSPIRATION



extra mile



online resources



alumni advice



virtual event

# **Hosting at a glance**

**Launch your Global 6K** Eight to 10 weeks before event day

> Get your "where" and "when" in order; personalize your team page; and soak up all of our best tips for sharing your Global 6K at church, work, and school, on social media, or in the community. Make sure to get your first four teammates signed up so you can get your Launch Kit early!

Plan your event day Following your launch

> We've got you covered with all the lists and tips you need to pull off an awesome event. Learn how to route your course, inspire your people, and make the day fun, flexible, and successful!

**Keep on inviting** From launch to event day

> Change more lives, invite more people, and earn more fun flair for your host site. We've included previous host site leaders' best ideas for getting more people involved. Better yet? Join our **online community** (facebook.com/groups/6kleaders2024) of host site leaders to share recruiting ideas!

**Celebrate your impact** Event day and beyond

Celebrate lives changed, keep increasing your impact after your event day, and connect with other 6K-ers around the world.



#### **NEW!**

**Download the Donor Drive app** to access all of your Global 6K info on the go! You can grab a QR code for your page, email your team, and update your information all from your smartphone.



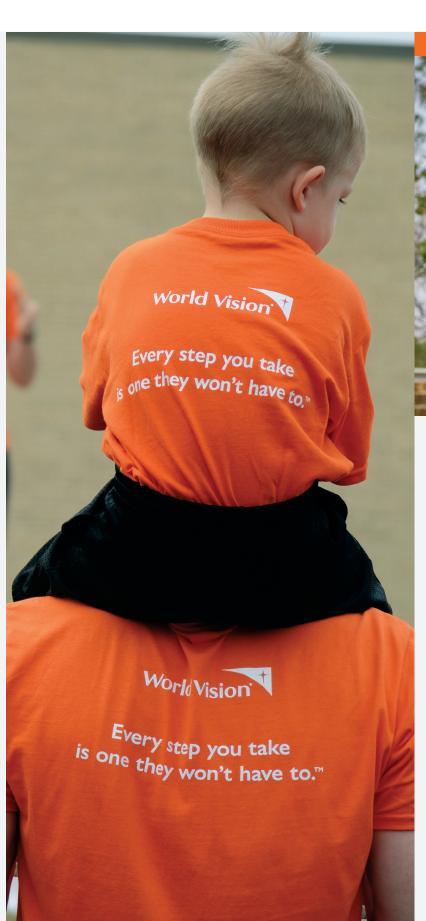
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#### **Dates to remember**

- 3/1 Recruit 20 team members and earn host site incentive #1(see page 24 for more details)
- 3/1 Participant event kits begin to ship (T-shirt, bib, and welcome pamphlet)
- 3/17 World Water Day promo code begins\*
- 3/22 World Water Day (Hint: This is a great **launch day!**)
- 4/1 Grow your team to 50 and earn host site incentive #2
- 5/1 Make an online fundraising push to reach \$5,000 and earn host site incentive #3
- 5/4 Last promo code begins\*
- 5/6 Event day materials begin to ship
- 5/9 Pre-event pep rally
- 5/13 Last day for participants to register and receive supplies before event day
- 5/18 GLOBAL 6K FOR WATER EVENT DAY!

\*Check your weekly host site leader emails from race director Crystal for promo code details







#### Learn more

about how
World Vision
empowers
communities
with clean water.

# Why water?

# Clean water has never been more critical

Globally, 703 million people lack basic drinking water access. In the developing world, people walk an average of 6 kilometers (3.73 miles) each day to find water that's often dirty and makes them sick. It's mostly women and girls who make this dangerous and time-consuming journey. That means girls miss school to get water for their families, which holds them back from reaching their full potential.

Since 2000, 2.1 billion people have gained access to clean water—so we believe it's possible to end the global water crisis in our lifetimes.

When communities have reliable access to clean water, it transforms every aspect of their lives. Better health, education, and economic opportunities flow from clean water.



Every registration fee equips one person in need with lasting clean water through World Vision's water projects.

#### With clean water:

- Children are better protected from disease and infection.
- More girls are free to go to school.
- Women can spend more time nurturing their kids and running businesses.
- Families can increase livestock production and grow vegetables year-round.
- Medical centers can operate safely, so people's overall health can improve.
- Communities can focus less on basic needs and more on programs that foster growth.

By hosting the Global 6K, you're part of a movement to equip thousands of people in need all over the world with life-changing clean water. Working together, we can help end the global water crisis in our lifetime!

ector Crystal for promo code details

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# In 2022, with partners like you, World Vision:







World Vision is a global leader in both providing access to clean water and promoting safe hygiene practices. Thanks to our partners, including you, we're reaching one new person with clean water every 10 seconds and one new person with a handwashing facility as well.

In 2015, World Vision and our partners made a commitment to reach 50 million people with clean water by 2030—everyone, everywhere we worked based on our footprint at the time.

As of 2023, we've reached 25.5 million people—and have "finish the job" plans to reach another 30 million by 2030.

#### What does our water work look like?

- Communities are being equipped to sustainably maintain their wells and water systems.
- Families and schools are getting access to sanitation and hygiene facilities like latrines and handwashing stations.
- Kids are being supported to adopt healthy hygiene behaviors.

#### Your partnership leads to lasting change!

Why? Our water work is part of a holistic, proven model that empowers kids and families to create lasting change for themselves. Our integrated approach includes water, healthcare, education, child protection, and income generation—so every child can grow into who God created them to be.



### A tale of two sisters in Niger

What's it like growing up without clean water? For sisters Mahana, 9, and Firdaoussou, 12, it means hard choices for their family.

They live in Niger, a country ranked last on the Human Development Index. Life expectancy is low, poverty is high, and only about half the population has access to clean water. Mahana goes to school—the only child in her family to do so. As the oldest daughter, Firdaoussou has never gone to school because her mom needs her at home.

Firdaoussou treks at least three times a day to collect water for her family, removing waste and refuse from the water before hauling it back home. In the image above, both girls are getting water. Animals have been here, leaving dung. It takes both girls to hoist the heavy bucket from the bottom of the well.

"Because the water is dirty it brings stomach pains, diarrhea, and skin rash," says their mom, Aissa. "We can see the water is dirty, especially when things fall inside it—plastic bags, leaves, frogs."

"Clean water would help us keep clean and we would be healthier," says Aissa. She also says it will keep Mahana in school. She prays that Mahana will finish her studies. That would make Mahana the only person in her family to finish school.

But for now? "When I see frogs in the well, I am scared and my heart aches," says Mahana.



**Learn more**by watching
Mahana's full story.

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# PHASE 1 LAUNCH YOUR GLOBAL 6K

Pick a day to officially launch your Global 6K, about six to eight weeks before the event. This announcement looks different depending on how you're hosting your event, but the common theme is telling your friends and family you're helping change the world—and you want them to join you!

#### **Before your launch**

#### 1. Choose your Global 6K location

- Hosting from your own church, school, or neighborhood park is awesome! And remember to get local community organizations involved too.
- Think fun meet-up with friends and community rather than a full-fledged race.
- Other things to keep in mind:
  - Is there parking?
  - Are there restrooms?
  - Is a permit required?

#### 2. Pick your time

- 8 or 9 a.m. is a typical start time on event day.
- Keep in mind:
  - In warmer areas (we see you, Phoenix and Austin!) consider an earlier start time to beat the heat. Some hosts even turn it into a fun evening event by adding glowsticks (orange ones, of course).
  - Give yourself enough time to set up beforehand.
  - Walking a 6K takes an average of 90 minutes.
  - If your team is participating virtually, the start time is totally up to you or your participants!



Launch tip: Plan your launch to coincide with World Water Day on March 22. This is a great way to bring extra awareness to the need for clean water access around the world.



Find more launch "how-to's" on the Host Site Hub, like video examples and scripts. Visit hub.worldvision6k.org.



Promote this primarily as a walk. Not everyone will run, so don't scare off the walkers; runners will come regardless.

Keep inviting after the launch. Most people need up to three reminders to actually register for the event, so ask—it's okay to be persistent!

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Have tablets or laptops connected to Wi-Fi and ready so people can sign up on the spot!



Have the lead pastor, school principal, CEO, and other leaders commit publicly to joining the Global 6K—it helps create momentum!



Check out our Social Media Recruiting 101 video on the **Host Site Hub** (hub.worldvision6k.org).



Record a video of yourself launching your event and share it on social media.

#### **Customize your page**

Visit worldvision6k.org and follow these steps:

- 1. Customize your page by adding photos and a story unique to your team.
- **2. Create** your customized URL under the "Settings" tab—this is the best link to share when inviting people to join your team!
- 3. Use a QR code to share your link on posters, mailers, and slides. Grab your QR code from the Donor Drive app.

#### **Prep your brain and heart**

- Equip yourself with a few stats and stories about the importance of clean water that you can share to introduce the need (see pages 7–9).
- Put on your smile and get ready to invite everyone to join you in walking, running, or rolling 6K. Be sure to share that there are participants from infants to over 100 years old!
- Share why the Global 6K is important to you! Is it clean water you're passionate about? Kids
  or women being empowered? Spending time with friends and family? Reaching your local
  community? Bring your passion, energy, and excitement when you tell your Global 6K story.
- Plan to make sure everyone knows how to register and remind them that the need is urgent so they should sign up right away.

Write your Global 6K launch notes here:					



#### Launch with your people

#### At your CHURCH

- Secure three to five minutes during the service.
- Place an announcement or invite in the bulletin. This is a great way to use your Launch Kit postcards. Print out more postcards from the Hub.
- Show the Global 6K video and follow it up with a personal invite from you or your pastor. Bonus: Include a QR code to your team page on a presentation slide.
- Host an info table after the service with the items from your Launch Kit. You could even set up a tablet or laptop to help people register online right there. Give away treats at the table if you can.

#### On SOCIAL MEDIA

- Post on social media announcing your Global 6K. Use
   #6KforWater and don't forget to include your team link!
- Bonus: Go live or record a video of you inviting folks!
- Create a Facebook event and invite everyone you know. (Hint: Use the Facebook event banner from the Hub!)
- Share the Global 6K video in direct messages to your friends and family to invite them more personally.
- Post a picture of your bib introducing who you're walking for, tag the people on your team, and challenge them to do the same!

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#### At WORK

- Host a "lunch and learn" to announce the Global 6K.
- Have a Global 6K table in your office with postcards, a sign-up list, sample T-shirts, race bibs, and finisher medals.
- Ask if you can send a company-wide or team-wide email about the 6K, inviting co-workers to join.
- Ask company leadership to record a short video to share with coworkers about the 6K.
- Hang posters around the office and keep postcards at your desk.
- Bring in orange cupcakes or doughnuts to work as a conversation starter for the 6K.
- Add an "Ask me about World Vision's Global 6K for Water®" call to action to your email signature.

#### In your COMMUNITY

- Set up a table at neighborhood fairs, festivals, and local sports events.
- Carry Global 6K postcards with you to pass out when you strike up a conversation in the grocery store, hair salon, coffee shop, school, and everywhere you go in your area—while wearing your 6K shirt.

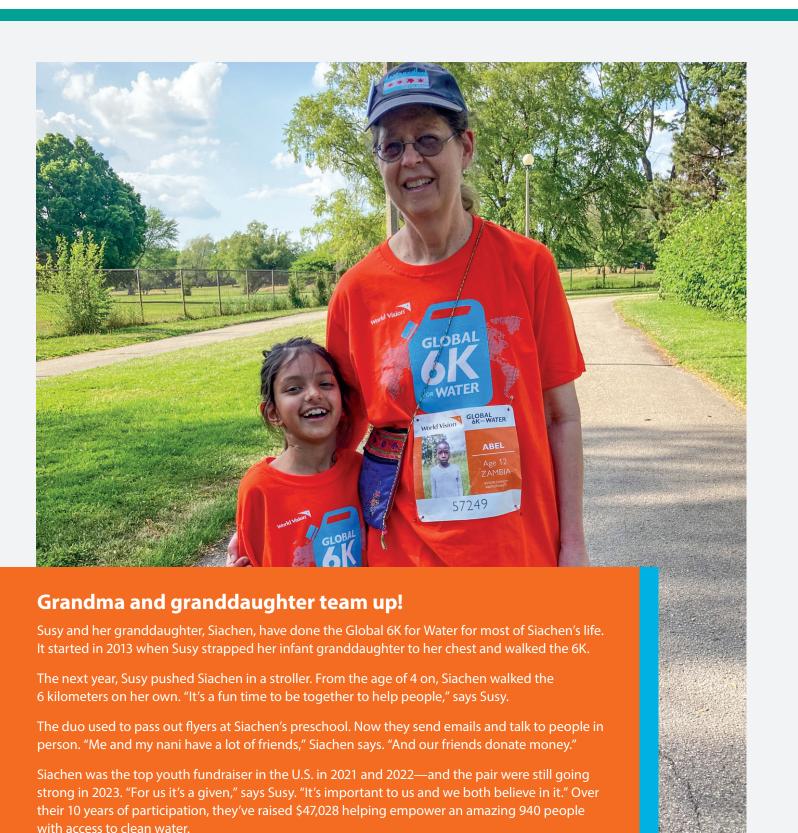
- Ask local shops (dry cleaners, coffee shops, gyms, grocery stores) if you can put a poster in their window or leave postcards next to their register.
- Place a Global 6K yard sign in your front yard or in your window.

#### At a SCHOOL

- Secure time during a school assembly for a kid-friendly launch. Partner with an enthusiastic teacher, school admin, or coach to help get students involved.
- · Hang posters around the buildings.
- Ask if you can include the Global 6K in school newsletters and e-newsletters or on the school's social media.
- Share at parent-teacher meetings.
- Create a challenge between classes or grade levels to see who can get the most sign-ups.
- Set up a table in the cafeteria or lobby to share about the Global 6K, and pass out sign-up postcards for students to take home to their parents.
- Have the school mascot wear a Global 6K T-shirt on your launch day.

**SURPRISE PROMO CODE!** To get you started with your recruiting efforts, here's \$5 off of your first five registrations. Simply share the promo code "**firstfive**" with five friends or family members!





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# PHASE 2 PLAN YOUR EVENT DAY

# Tips for smooth sailing

#### Make it a party

- Treats help bring a community together. Reach out to local businesses that might supply snacks and drinks. Bananas, granola bars, doughnuts, and cookies are crowd favorites. And don't forget the water!
- Partner with others in your neighborhood and community to promote the event.
- Add music. Recruit someone to be the DJ and blast tunes out of the loudest speakers you can
  find. Check out our recommended playlists on the Host Site Hub (hub.worldvision6k.org)
  the week before your event.
- VIRTUAL TIP: Set up a Zoom call for before and after the event to connect with your community and celebrate together!

#### Make it memorable

- Create a photo booth. It can be as simple as fun balloons, or go for a more elaborate backdrop.
- Encourage participants to go all out with World Vision orange gear like face paint or hair accessories.
- Assign someone to take photos of your event day.

#### Make it a true community event

- Ask friends and family to help plan the details of your event day and to take the lead on specific tasks.
- Invite local businesses to participate by providing goods and services. Think snacks, awards, or community resources.

#### Make it safe

- Plan your route so it's doable for kids and people of all abilities.
- Follow all posted guidelines (crosswalks, stop signs, local ordinances around crowd size, etc.).
- Plan water stations if it's hot and have a first aid plan.

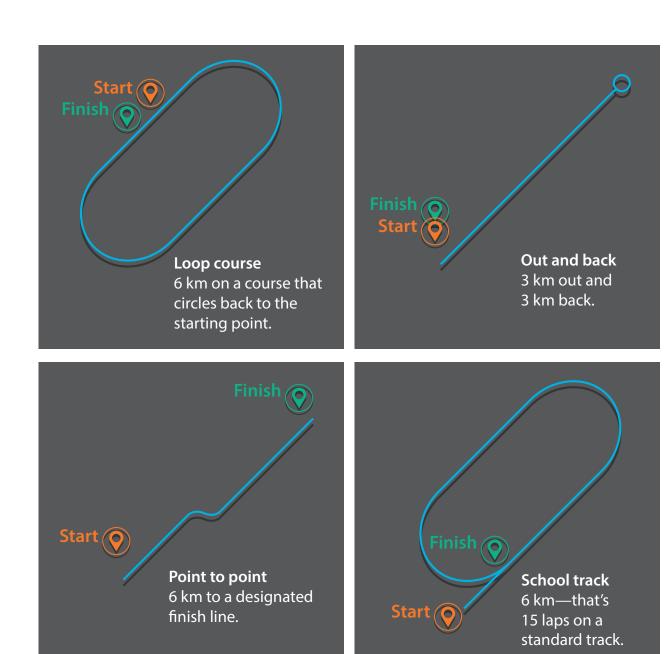
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#### Map your 6K course

6 KILOMETERS = 3.7 MILES







Order Global 6K signage, gear, and more via the Global 6K store (store.worldvision6k.org).

Be sure to buy your items a month before your event so they'll arrive in time!



**SURPRISE!** To add some flair to your event, use the promo code "raceday" for \$10 off special Global 6K gear at store.worldvision6k.org.

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# PHASE 3 KEEP ON INVITING

# **Invite more people**

Spread the word and encourage your participants to do the same. The more 6K-ers you have, the more kids will be equipped with access to clean water!

#### HOW

- Send texts and emails and make phone calls to everyone you know.
- Invite family and friends who don't live near you to participate virtually.
- Set a big goal and push it until your voice is gone! Remind folks who can't participate that they can still donate to equip a person in need with clean water.
- Create a sense of FOMO (fear of missing out) by promoting something special happening on your event day.

#### WHO

- Invite youth groups, small groups, school clubs, Scout groups, and local colleges.
- Check with your local media: Nonprofit events can sometimes get free ads on local TV, radio, or in the newspaper.

#### **WHERE**

- Partner with local businesses and restaurants to provide incentives for people to join your team or sponsorships for people to register.
- Promote at local running clubs, which often have weekly fun-run groups. See if they'll join your 6K and help spread the word.
- Set up a table at your local grocery store or drugstore to recruit participants.

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Check owut our Launching section on the **Host Site Hub** to learn how to get media attention for your 6K.



# **Change more lives**

The more people you can invite to participate in the Global 6K, the more kids and families get access to clean water. Use these tips to add some oomph to your fundraising!

#### ☐ Check your heart

Pray for the kids and communities that will get access to clean water through the event. Pray for donors to surprise you with generosity, and ask God how many kids you should aim to equip.

#### ☐ Set a donation example

Show people that you have skin in the game by donating \$50 to your personal or host site page.

#### ☐ Get personal

Your story matters. Share WHY you're hosting a Global 6K and why kids getting clean water matters to you.

#### ☐ Set goals (see below)

Everyone who signs up for your team is already equipping one person in need with lasting clean water. Imagine their impact doubled or even tripled. Set a big goal for your host site, and your team will follow. Set a goal with a visual like equipping two classrooms of children (about 60 to 70 kids) or a small church (about 75 to 100 people) with clean water.

#### ☐ Be specific—and bold

Ask team members pointed questions, like "Will you equip another person in need with access to clean water by fundraising \$50 more?" Ask big. Ask boldly.

#### ☐ Don't quit

Often folks need a friendly reminder, even after they've said "yes." Remind your team of your goals and that they can be an even bigger part of the global movement by fundraising!

#### ☐ Get social

Social media is a good way to celebrate and shout out your top fundraisers! Post a selfie video celebrating your current top fundraisers and incite some healthy competition.

#### ☐ Get out there

Make a phone call, start a conversation, set up a lemonade stand, host a garage sale there are plenty of ways to fundraise offline!

#### 

Help your team achieve this goal and visualize your long-term impact!

#### **Social circles**

Here's a little exercise to help you think about all the people you can invite to 6K with you!



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# **Earn more gear**

#### **Host site incentives**

Incentives add flair! They can include directional signage, cowbells, face paint, jerrycans, start/finish banners, and more. Go to **store.worldvision6k.org** to find everything you need. Look for an email from the Global 6K team with information about how to use your credit after March 1, April 1, and May 1.

Raise \$1,000 or recruit 20 team members	\$25 store credit
Raise \$2,500 or recruit 50 team members	\$50 store credit
Raise \$5,000 or recruit 100 team members	\$75 store credit
Raise \$10,000 or recruit 200 team members	\$100 store credit
Raise \$25,000 or recruit 300 team members	\$125 store credit
Raise \$50,000 or recruit 1,000 team members	\$150 store credit



#### **Participant fundraising rewards**

Hit these goals. Earn sweet gear. Share these fundraising rewards with your team to encourage them to raise even more money for kids and families! (Note: Participants can opt out of receiving these rewards if they prefer.)



#### Rewards will come your way in the weeks following the Global 6K.

\$100 raised	Clean water for 2 people	Bandana and sticker
\$250 raised	Clean water for 5 people	Bucket hat
\$500 raised	Clean water for 10 people	Cooler bag
\$750 raised	Clean water for 15 people	Hoodie

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# **Hub scavenger hunt**

Send us a picture of your completed scavenger hunt by May 1, and we'll send you a mystery prize. (We're working on the honor system here!) Head to the **Host Site Hub** (hub.worldvision6k.org) to find each of these items.

















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# PHASE 4 CELEBRATE YOUR IMPACT

# It's event day!

#### **Pre-event checklist**

- ☐ Walk, run, or roll your 6K ahead of time
- ☐ Course markers
- ☐ **Medals** (remind your participants to bring them!)
- ☐ **Temporary bibs** (print from Host Site Hub)
- □ Extra shirts
- ☐ Sign-in sheet and roster of participants
- ☐ **Fun flair** (food and drinks, decorations, printed course maps and signage, a megaphone, cowbells)

#### **Day-of checklist**

- ☐ Gather your team
- Take a group photo and post it online with the hashtag #6KforWater.
- Remind everyone to sign in and out. It's a great way to keep everyone safe.
- ☐ Explain the route
- Announce what type of route you're using, and let participants know where the course is marked.



On the morning of your Global 6K, go out early and mark the course with balloons or signage at the turnaround.



Alumni advice: Have fun activities for kids like face-painting, balloon animals, or a scavenger hunt.

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#### Day-of checklist (continued)

#### ☐ Highlight their impact

- Tell everyone to look down at the face of the boy or girl on their bib. Remind them that this is a real child who is benefiting from clean water.
- Thank everyone for coming and announce how many lives are being changed through your Global 6K (quick math: Divide the total amount raised by 50!).
- Share about the day on social media using #6KforWater.

#### ☐ For churches

 Invite everyone—whether they go to your church or not—to come to your service on Sunday to celebrate and be recognized for their awesome efforts.

#### **Post-event checklist**

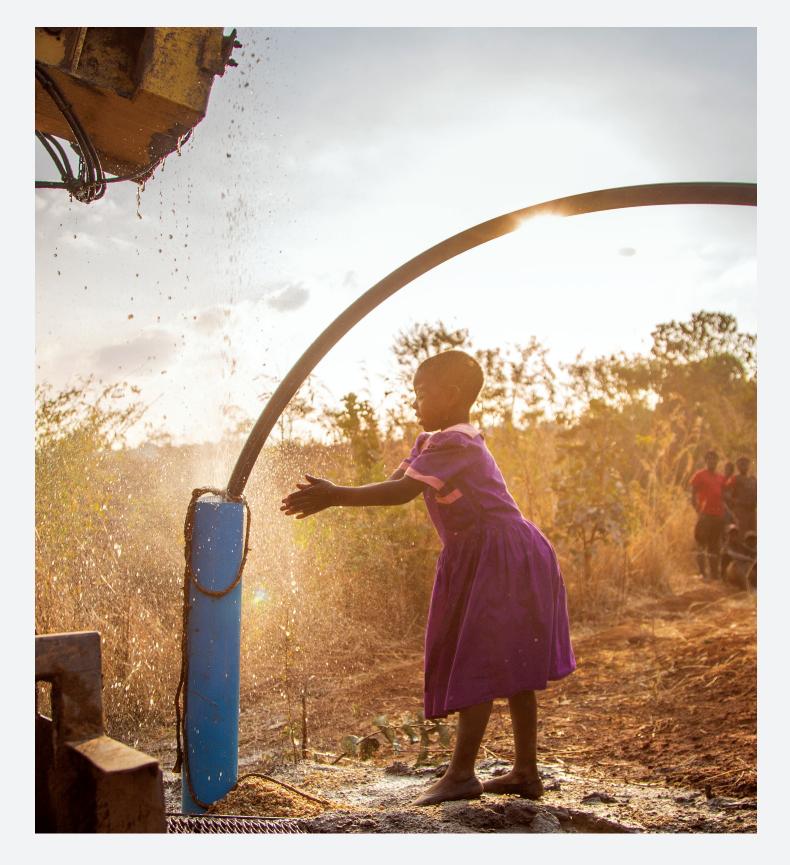
#### ☐ Celebrate!

- As the leader, since you already did your 6K before your event, cheer, high-five, and thank everyone who participated as they cross the finish line!
- Check out the Host Site Hub
   (hub.worldvision6k.org) to learn what to do
   with any event-day donations. Plus, keep
   any extra event materials for next year!

#### ☐ For churches

 Encourage everyone to wear their Global 6K shirt (or the color orange), medal, and/or bib to services the next day so you can recognize their incredible impact.





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#### Meet the team

We're here to help! Reach out to us at ask6k@worldvision.org to let us know about your progress, how we can assist you along the way, or any other questions you might have.



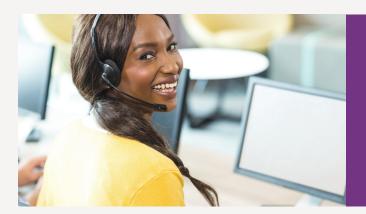
#### **CRYSTAL O'ROURKE**

Crystal has been a host site leader for as long as the Global 6K has been a thing! As race director, she loves encouraging, building up, and equipping people to make the biggest impact for clean water in their community and around the globe. If you need inspiration, support, ideas, or direction, she's your girl!



#### **ERIN ASH**

Erin's goal is that every Global 6K participant has everything they need to make a big impact and have a blast while doing it! As project manager, Erin ensures everything runs smoothly, from registration to event day.



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# OUR FANTASTIC DONOR CONTACT SERVICES TEAM

These folks are the friendly voices who connect you with the answers you need! They're some of the nicest people we know and they're passionate about ending extreme poverty—including the global water crisis—in Jesus' name.

### **FAQs**

#### Who do I contact with questions?

We're here for you! Email our race director, Crystal O'Rourke (ask6k@worldvision.org), and she'll answer within two business days. We can troubleshoot by phone and email or if your question is more in-depth, we can set up a time to talk via Zoom.

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

Participants can register all the way up to (and on) event day. Participants who register after Monday, May 13 will likely receive their kits after the Global 6K, but host site leaders can give them temporary race bibs. (Instructions for printing these are on your **Host Site Hub** hub.worldvision6k.org.)

# When will participants get their bibs?

Starting in early March, participants in the U.S. will receive their T-shirts, bibs, and medals within seven to 10 business days after registering. Their participant kit will be shipped to the address they provide when they register.

# Why does this event cost \$50 and where does the money go?

Every registration fee will equip one person with lasting clean water through World Vision's water projects. Invite people to visit worldvision.org/our-work/clean-water to learn more about our sustainable, life-changing water projects.

#### What about medals?

This year, every participant who signs up will get their medal in the mail. Host site leaders at physical and hybrid sites will receive a few extra for event-day signups and for anyone who forgets to bring their medal.

#### Can kids participate?

Yes! We want families and children of all ages to participate in this event. Youth 18 and under can register for \$25.

# Is it a timed event? Do I have to turn in my time?

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

#### Can registration fees be refunded?

No, once someone has registered for the Global 6K, they've equipped one person in need with clean water! So whether they can come to the event or not, they've helped change a life.

# Can I accept checks for registration fees?

Sure! If you have a participant who needs to register using a check, see the instructions in the FAQ section of the Host Site Hub at hub.worldvision6k.org or contact us.



For more helpful FAQs, visit the Host Site Hub! hub.worldvision6k.org



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# **Ethiopia**

# Bereket saw clean water as a miraculous intervention

"I envisaged such a time like this: a time when I would draw water from a faucet myself, stop walking long distance every day to the disgusting pond ... and arrive at school in time, have enough sleep, study with fellow girls, and live a happy life," Bereket (17, left) says with a relieved sigh.

And Bereket is truly living her life to the fullest. Her heart drives her to focus on being an ardent and vibrant follower of Christ through attending Bible study and fellowship regularly and singing praises to Him in children's choir.

"I always yearn for God's faithful presence in my life; to be an irrepressible follower of Christ," she says, citing Mathew 4:4 in which Jesus said, "It's written, people won't live only by bread, but by every word spoken by God" (CEB).

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#### Resources

#### **Host Site Hub**

hub.worldvision6k.org



The Hub includes resources mentioned in this handbook and more. You can find images and videos to share on social media, an expanded list of FAQs, and customizable forms to print out and spread the word about the Global 6K!

#### Host site online community

facebook.com/groups/6kleaders2024



Join other host site leaders for support and encouragement. Did you think you were in this alone? No way! Join our online community and connect with a network of hundreds of leaders to give and get advice. Your best interactive planning tool, guaranteed! Reach out to us at ask6k@worldvision.org for even more support.

#### **Global 6K store**

store.worldvision6k.org



The goodies in your awesome launch kit should help you get moving. For more resources to invite others or extra flair for event day (go you!), visit our supply store for essentials like printed postcards, posters, event day signage, and banners. And pick up some fun incentives—like World Vision bracelets and water bottles—for your top fundraisers!





#### worldvision6k.org

#### #6KforWater

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. Motivated by our faith in Jesus Christ, we serve alongside the poor and oppressed as a demonstration of God's unconditional love for all people.

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