



How to Fundraise for The Baliet and Malakal Water Resiliency Project

Key Concepts to Follow

- Read the report in detail. Find the points that matter most to you. Take notes.
- Create clear, concise points to a complex need and project
- **DO NOT SEND THE REPORT TO DONORS UNLESS THEY ASK.** If you send a 2-page report, most people will not read it. They want the highlights and what matters most.
- Connect the need with your story. Your story is still the beginning and why donors are listening.
- Think of the ways donors will give **MORE** to a specific project. The reason why our WASH team are willing to go the extra mile with us for this specific project is so that we raise more funds overall to address the need for WASH solutions.
- Fund foundational early wins to build from. Go for big asks from the people you know will go big. Share the wins with the second round of asks.

The Problem

- 60-year floods 2020+
- Water-borne diseases
- Food insecurity
- Constant displacement
- Interethnic conflicts

The Solution

- Hydrometeorological Database
- 3 flood protection reservoirs
- Large-scale rainwater catchment program
- Watershed management committees
- 5,000 farmers -> 246,746 people

The Budget

CATEGORY	AMOUNT
Personnel (Salaries, Benefits, etc.)	\$ 211,197
Travel	\$ 34,900
Equipment, Materials and Supplies	\$ 11,400
Program Activities	\$ 164,500
Monitoring	\$ 9,003
Research and Communication	\$ 4,000
Program Support Cost	\$ 65,000
Quality Assurance and Program Oversight	\$ 168,750
TOTAL	\$ 668,750

- Foundational project. This project has to happen before all other water, education, health care, food security, and economic empowerment projects can occur.
- Clean drinking water is a part but not the main part. This is different. To address a holistic approach, we are being tasked with funding one aspect of that holistic approach.

18 Ways That Donors Will Connect With This Project

1. **In a season of war and uncertainty, we have a real way to provide stability.** The flooding is displacing families, compounding hunger, sanitation, conflict of an already unstable country. If leaders are trying to appeal to all humanitarian groups, we must convey the same message of urgency in our asks.
2. **No funds raised, no project.** Donors now have a very clear goal to be a part of, where if they don't participate, it doesn't happen.
3. **Donors will love the specific budget and want to see us hit the goal.** Donors will now want to give more and keep updated to see when we have hit the total amount for the project.
4. **\$670K specificity versus the \$50 amount.** Past donors are ready for a specific project after having giving towards the \$50 metric for so long
5. **\$133 changes the fortune of a farming family.** With the solutions being implemented, future stability for specific farming families are now outlined.
6. **Preventing trauma for children connects with families.** All of these emergencies, migration, and war are all terribly traumatic for children and donors can help.
7. **Donors learn just how far WASH goes.** WASH programs go beyond water wells and hand wash stations. World Vision does not enter communities with solutions, they enter with solutions to the problems that are there. Warning systems, water reservoirs, support across dry and flood seasons, and drainage plans for flooding.
8. **A specific project can build community with donors and invite others to join.** Being part of the same project together and doing it together will create pride amongst our donors.
9. **This puts real families and real children to the donation.** Talking about families being displaced from their homes and the hunger crisis, on top of a global pandemic, will encourage donors to give a little more than they have in the past.
10. **Many donors have experienced flooding or know someone who has.** There is real personal connection to a flood and many Biblical connections to make it real.
11. **Cataclysmic climate events affect everyone.** Bringing people together to address these issues is powerful.
12. **Farming communities unite. Fellow farmers will now feel personal connection.** Many farming communities have funds that exist to support fellow farmers in crisis. Knowing that their money will now go to support people just like them, it connects people living in more rural areas with their brothers and sisters on the other side of the world.
13. **Being a part of solutions that help prevent families from becoming refugees is powerful.** Donors will love being a part of the solution.
14. **Fellow health care workers understand the need for preventing water-borne illnesses.** People working in this industry can join.
15. **Fellow engineers, scientists, and data analysts will get behind being a part of solutions like these.** They will understand the need and application well and connect to it personally.
16. **Projects that address displaced families makes the need real.** Donors can now imagine what it would be like if their family were required to leave.
17. **Donors can address a solvable problem.** Focusing on the fact that families are being forced away from their homes due to a totally preventable issue. People will be able to empathize with that.
18. **Rainwater catchment is important where I live where water is scarce.** In many western states of the US, water is scarce and donors will connect with solutions to catch rainwater.