



Host Site Handbook

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



Euclid, DRC

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



Scan the QR code to visit
our Host Site Hub at
worldvision.ca/global6k,
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 your regional church advisor at www.worldvision.ca/churches/contact. We have your back!

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CHECK OUT THESE LOGOS THROUGHOUT THE HANDBOOK FOR EXTRA INSPIRATION



extra mile



online resources



alumni advice

Hosting at a glance

1

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!

2

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!

3

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.

4

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.



[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 \$50 donation 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!

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.

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.



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:
 - *Give yourself enough time to set up beforehand.*
 - *Walking a 6K takes an average of 90 minutes.*



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.



Download promotional resources like social media tiles and posters at worldvision.ca/global6k to promote your event.



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!



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!



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

Customize your page

Visit worldvision.ca/global6k 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!

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 or pre-service slides (See 'resources' for a customizable promotional slide). Hand out promotional postcards following the service.
- Show the Global 6K video and follow it up with a personal invite from you or your pastor.
- Host an info table after the service. 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 [#global6k](#) 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.
- Share the Global 6K video in direct messages to your friends and family to invite them more personally.

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, and sample T-shirts.
- 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.





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. Consider setting up a custom playlist for 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

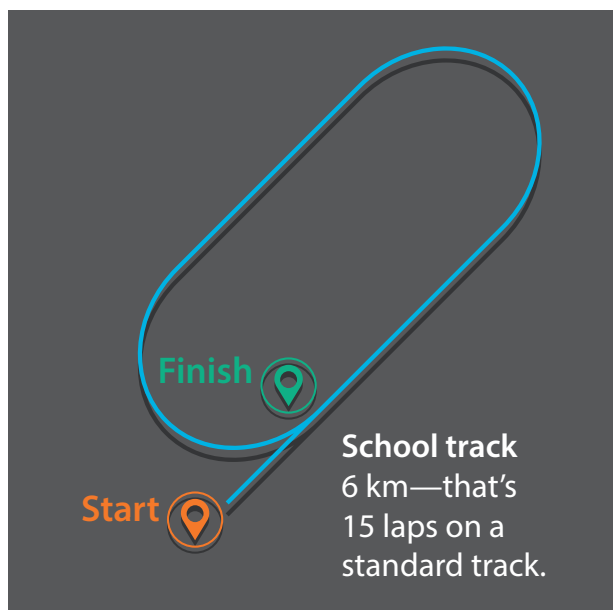
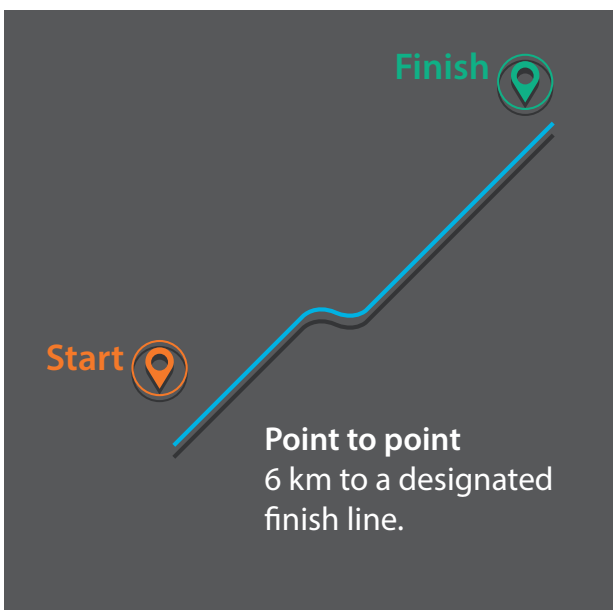
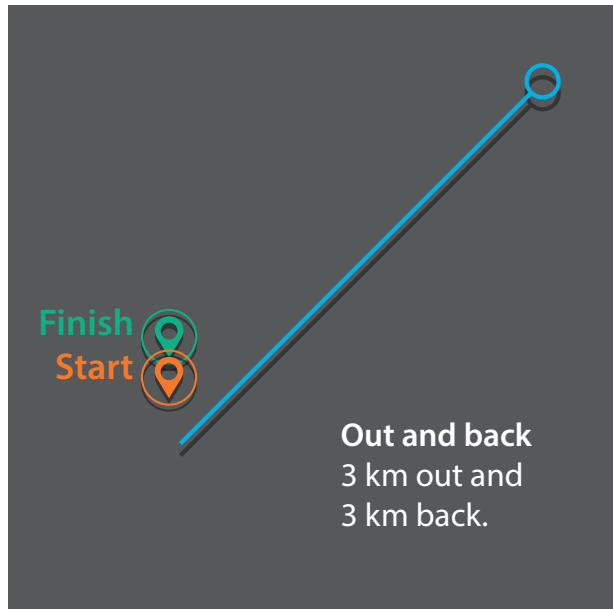
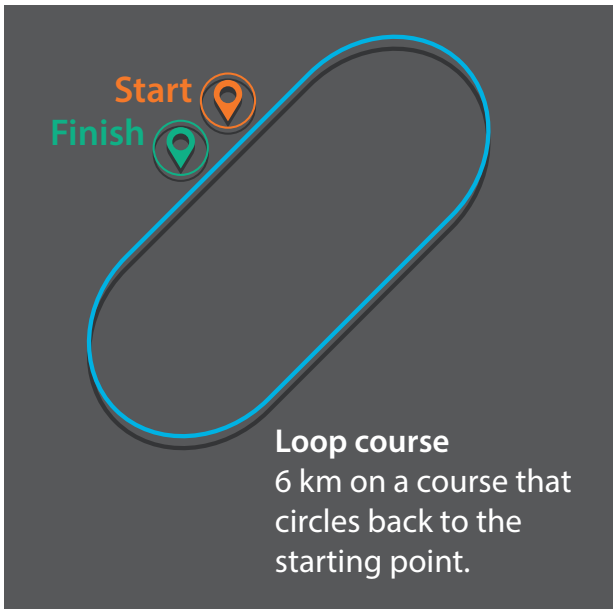
- Ask friends and family to help plan the details of your event day and to take the lead on specific tasks.
- Invite local businesses to participate by providing goods and services. Think snacks, awards, or community resources.

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.

Map your 6K course

6 KILOMETERS = 3.7 MILES





Talk to your Church Advisor about banners, mile markers and cow bells that may be available to borrow for your event.



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.



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!

Set a BIG goal Use this equation to help set your team fundraising goal.

$$\begin{array}{c} \text{_____} \\ \text{(# of people} \\ \text{on your team)} \end{array} \times \left[\begin{array}{c} \text{\$50} \\ \text{donation} \end{array} + \begin{array}{c} \text{\$100} \\ \text{fundraising per} \\ \text{team member} \end{array} \right] = \begin{array}{c} \text{_____} \\ \text{funds raised for lasting} \\ \text{clean water!} \end{array}$$

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!



My list of people:



World Vision®

GLOBAL

GIVE

World Vision®

GLOBAL

PHASE 4 CELEBRATE YOUR IMPACT

It's event day!

Pre-event checklist

- Walk, run, or roll your 6K ahead of time**
- Course markers**
- Completion Stickers** (remind your participants to bring them!)
- 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 [#global6k](#).
 - 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.

Day-of checklist (continued)

Highlight their impact

- 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 [#global6k](#).

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!

For churches

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



FAQs

Who is World Vision?

World Vision is a Christian global humanitarian organization. We are the largest, non-governmental provider of clean water in the developing world, reaching a new person with clean water every 10 seconds! Efforts include innovative projects like building and maintaining wells, solar-powered pumps, pipelines, dams and rain catchments. World Vision's water projects also focus on improved sanitation and hygiene solutions such as building latrines and assisting communities in implementing good habits like handwashing.

Why Water? Where will these water projects be taking place?

Nearly 800 children under age 5 die every day from diarrhea caused by contaminated water, poor sanitation, and improper hygiene. But we believe the global water and sanitation crisis can be solved within our lifetimes. The 2024 World Vision Canada Global 6K for Water will be benefiting a water project in the Democratic Republic of Congo.

Why is this 6K instead of 5K?

Six kilometers is the average distance a person in the developing world must walk to find water that is often unsafe to drink. By participating in this event, you are walking/running that distance so they don't have to.

How do I find a route?

Our biggest piece of advice is to KEEP IT SIMPLE! It is best to find a 6K loop (or even a 3K loop that you can do twice) from your church, or at a high school track. Keep it simple so you can put most of the focus on impact and having a great experience on event day! Check to make sure you don't need a city/town permit to run the event at the location you have selected (such as a community park or shopping centre), and please ensure you obey all traffic laws during your event.

How much does it cost to participate?

There is **NO COST!** In 2024, we are waiving the registration fee again to make this event accessible to all

families and communities! However, we do encourage all participants to donate and/or fundraise. **Just \$50 helps provide life-changing clean water to one person through World Vision's water projects.**

Do I get a FREE T-shirt with my \$50 donation?

For 2024, a T-shirt will not be provided for free with a donation of \$50 donation by a participant, as we have done in previous years. Instead, in the spirit of respecting our environment, we are encouraging participants to "recycle" and wear a T-shirt from a previous year. However, should you wish to purchase a new T-shirt, they will be available as part of the registration process from a separate online store. There is no mark-up on these items by World Vision and delivery to your home address is included in your purchase. However, if you wish to delegate one person to do a group purchase for shirts or caps, there would only be one shipping fee to the location of their choice.

Can I accept cash & cheques for donations?

Yes! We prefer donations are done online via credit card as it is much easier and quicker for receipting. However, if you receive cash or cheques, there is an Offline Donation Form under Resources to download and utilize. If possible, deposit all cash into your account and write a cheque to 'World Vision Canada' and attach an Offline Donation Form so we know who to receipt for the cash donations. PLEASE NOTE: Only donations of \$15.00 or more are eligible to receive a receipt. If you are submitting cheques, please attach them to the Offline Donation Form as well, and mail them to: **World Vision Canada, 1 World Drive, Mississauga, ON, L5T 2Y4.** Thank you!

How do I share my experience?

We would love to have you share your experience online with your friends and family. There are social media tiles available under Resources on the teamworldvision.ca site or you can share your own photos. You can use the hashtags **#worldvisioncanada** and **#global6k** when you post.





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).

Bereket, 17, Almaz, 14, and Nada, 13, wash their hands at a basin that World Vision installed in their village in Ethiopia. "I thought that getting potable water at a close range was impossible in my lifetime, but it is here and real," says Nada.

Resources

The following resources are available at worldvision.ca/global6k:

- Host Site Leader Guide
- Fundraising Toolkit
- Social Media Tiles
- Posters
- Postcards
- Promotional Powerpoint Slide (customizable)
- Celebration Powerpoint Slide (customizable)



worldvision.ca/global6k

[#global6k](https://twitter.com/global6k)

World Vision is a Christian relief, development and advocacy organization working to create lasting change in the lives of children, families and communities to overcome poverty and injustice. Inspired by our Christian values, World Vision is dedicated to working with the world's most vulnerable people regardless of religion, race, ethnicity or gender. In this fiscal year, World Vision Canada anticipates raising \$398 million in total revenue for its community development, emergency relief and advocacy work, of which approximately 13% will be used for necessary fundraising. In cases where donations exceed what is needed or where local conditions prevent program implementation, World Vision Canada will redirect funds to similar activities to help people in need. World Vision Canada is federally incorporated and located in Mississauga, Ontario. For more information, or for a copy of our latest audited financial statements, please visit our website at www.worldvision.ca. You may also send an email to info@worldvision.ca or contact the Director, Operational Excellence at 1-800-268-4888.