

GLOBAL 6K FOR WATER®

Fundraising Toolkit

Tips and tricks for helping create lasting change



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Step 1: 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

2 billion people lack access to safe water³

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

Every day, more than **800** girls and boys under age five die from diarrheal diseases caused by contaminated water, poor sanitation and unsafe hygiene⁵

Why 6K?

Six kilometres is the average distance people in developing countries walk to get water. That's why, people from around the globe walk or run this distance as part of Global 6K for Water – raising funds to support World Vision's global water initiatives. Every \$50 raised through the Global 6K provides clean water to 1 new person.

- 1,3,5 - WHO (May 2017) "Diarrhoeal Disease Fact Sheet". Available at: <https://our-work.worldvision.ca/areas-of-focus/clean-water>
- 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
- 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

Step 2: 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.

\$50

can help provide one new person with access to clean 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.



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.

Step 3: Get social

Share with people you know

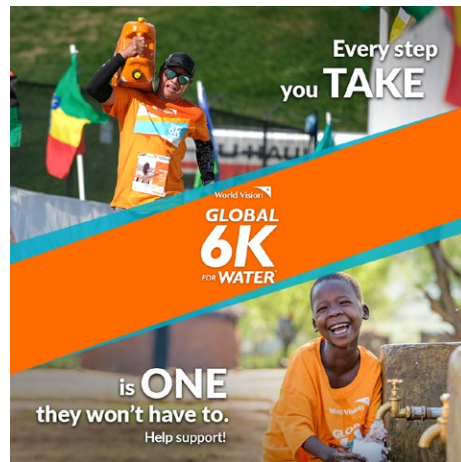
For a quick and easy way to encourage donations, share your fundraising page with your connections on social media.



Add a personal touch

We have created some graphics for you to use as you share with your contacts. Simply right click on the images and save them for sharing on social media, chat groups and emails.

Spread the news! Tell people what's happening.



Tell people you're participating and ask for support.



Step 4: Celebrate

Thank 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 raise 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.

World Vision is reaching one new person with clean water every 10 seconds and reaches three more schools every day with clean water.





Thank you for helping create change

We can't do this without you. Every dollar makes a difference and we are so grateful for your support in helping people around the world. Thank you.

Keep going! Learn how you and your supporters can continue to support the global movement for clean water: worldvision6k.ca

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