

## **The Water Challenge Fundraiser Kit**



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## Overview and Introduction

Hello!

If you are reading this, you want to help people gain access to clean water. Great! We need your help! "The Water Challenge" provides you with a unique opportunity to change a life, to **make a big impact through a small sacrifice**.

What is this challenge about? It's about a promise... a promise to give it your all for 2 weeks, for the sake of another.

**1 promise + 1 wristband = 1 life.**

Here is what you need to know:

**Every day more than 3,000 children die from diarrheal diseases.** That's over 1 million per year.

In most cases, clean and safe water could be made available with a new or repaired well, or another water project. But today, disease-infested pools of stagnant surface water miles away are all some people have.

Here The Challenge:

For two weeks, drink no beverages other than water. (Please, only tap or filtered water as bottled water is too expensive and wasteful.)



Set aside all the money which you would normally have spent consuming beverages. We even give you Promise Cards to help keep track!

Donate the money to help build a water project with The Water Project in villages where there is no clean or safe water.

Here's how The Water Challenge is different from traditional fundraisers:

You are not being asked to contribute money which comes from personal savings or funds which you would have given to other causes (but you can if you want!).

Money should come from the small sacrifice of giving something up. In essence, we want you to *DIVERT* money that was headed toward the soda machine, coffee shop or elsewhere - so you can help others.

This project allows you to move money that would have gone to CONSUMPTION over to a valuable CONTRIBUTION. As you sacrifice the pleasure of "stuff", like beverages— for just two weeks—you will be making a choice that saves lives.



On the next few pages you will find more information outlining The Water Challenge. Should you have any questions at all, please call us at 800-460-8974 or e-mail at [info@thewaterproject.org](mailto:info@thewaterproject.org)

Thanks for joining with us in this incredible effort to unlock potential by providing access to clean, safe water!

In Service to Others,

Founder & President

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## Explanation



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## *WHAT YOU WILL FIND IN THIS PACKET*

This packet divides The Water Challenge into 4 sections: Explanation (which you are reading now), Preparation, Action, and Celebration. The Explanation section includes this page and an overview of the whole fundraiser.

Preparation is where we give you all the tools you'll need to get going!

This section will be critical for The Water Challenge leader in their planning process and includes:

- Checklist - explains when and how in the two week period to use each of the components.
- Introductory Comments - a starting point for leaders to introduce and motivate their groups as they go through the two weeks of The Challenge.
- Letter to Parents - included for use if any minors are involved in the fundraiser to inform their parents of the fundraiser.
- Press Release - while optional is highly recommended to use as a template for getting your local media to cover your event.
- Frequently Asked Questions - to answer some of our most common questions.

Action is where you can take the next step!

Here we provide resources for ways to make your Water Challenge more than just a basic diversion of funds. Participants can use:

- Promise Cards – where you make your promise and then keep track of their forgone beverages.
- Fundraising Ideas list – we think you'll enjoy reading ideas where your group can choose alternative activities or fundraisers to raise even more money for the water crisis, and have fun doing it!

Celebration is the time to, well, celebrate!

We encourage all of our groups to truly celebrate the work that they have done and the funds that have been raised. We provide some ideas for simple ways to celebrate the end of your fundraiser in "Celebration Ideas". We also include:

- Remittance Form - please send this in whether you donate by check or online. We love to hear how things went, and how it could be improved.
- What Now? How Your Fundraiser Becomes a Water Project - this page gives your group insight into how the whole process will unfold over the coming months.

*Best of luck with your water challenge!*  
*We look forward to working with you on this journey!*

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## WATER CHALLENGE OVERVIEW

I'd like to ask you a couple of questions.

Have you been really thirsty in the last 24 hours? Did you have a hard time getting something to drink? Did you wonder if what you drank to quench your thirst was going to make you sick, or maybe even kill you? Probably not. But there are places in this world where people no different from you and me have to walk for miles just to bring home a bucket of water so dirty that some who drink it will become sick or even die.

### This is not a little problem.

- Nearly one-billion people lack access to clean water.
- **Every 30 seconds a child dies somewhere because he or she didn't have enough clean, safe water.** They die because they drink untreated water from puddles, pits, and streams polluted by livestock and human waste.



### The good news is this is preventable.

Most of the time, clean water is *available*, but it is not *accessible*. **All that's needed is a well or other water project.** Now YOU can help provide one by taking part in The Water Challenge.

Here's how: To take The Challenge you **make water your only beverage for 2 weeks**. Just for 2 weeks!

**During that time, take the money you would have spent on soda, juice, sports drinks, coffee, bottled water etc., and put it aside.**

If you are heading toward the soda machine, go to the water fountain instead. If your family goes out to dinner and you usually order iced tea, ask for water. It's free. **Wear your wristband** to help you remember to choose water.

**Track your savings on a Promise Card, or on your smartphone! Or even in a cup wrapped with a "The Water Challenge" label.** Continue your sacrifice for 2 weeks. You'll be amazed at how the savings add up! Invite your whole family to participate.

Promise to give it ***your all*** to save enough for 1 person to get clean water; that's only about \$23. Or \$115 for a family!

**After 2 weeks, calculate the amount of money saved by your sacrifice, and donate that amount to The Water Project.**

It will be used to construct water projects in Uganda, Kenya, Rwanda, Sierra Leone, and Burkina Faso where the need for water is desperate.



## Preparation



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## CHECKLIST

...what to do and when to do it.

### 1. Before: Be Prepared!

- ☐ Get your core team together.
- ☐ Read through this guide.
- ☐ Get your resources printed & ready to distribute (Letter to Parents (for minors), Promise Cards, Posters, etc.)
- ☐ Decide if you want your group to do any of the activities from the **Act** page.
- ☐ *Optional:* Use the **Press Release** to get local news coverage about your event.

### 2. Week one: Start strong!

- ☐ Introduce the project to your whole group. See **Introduction Comments** page. Share facts from the website.
- ☐ *Play Week 1 Video*
- ☐ Ask for questions. Use the **FAQ's sheet**
- ☐ Give everyone a Promise Card; and Letters to Parents (if minors)
- ☐ Set date for everyone to return signed Promise Cards (1-2 days later)
- ☐ Distribute **wristbands**.
- ☐ Start The Challenge!
- ☐ Post about it on social media

### 3. Week two: Follow through! (This is a key to motivate and encourage!)

- ☐ Use the week two comments from **Introduction Comments** page.
- ☐ *Play Week 2 Video*
- ☐ Give newcomers a Promise Card; and once signed, a wristband
- ☐ Remind everyone to bring in their saved money next week.
- ☐ Share [a fact](#) on Social Media; and invite the community to join your group!

### 4. Week three: Collect and celebrate!

- ☐ Have cash?! Have everyone empty their cash into a **bag** or **bucket**. Collect checks.
- ☐ Choose a reward idea from the **Celebrations** page.

### 5. Wrapping it up: Remit and report!

- ☐ Count your funds. (Often group members help count, roll the coins, etc)
- ☐ Fill out the **Remittance Form** and mail it with your total check to The Water Project, Inc.; or donate online if you'd prefer
- ☐ Let your group know how much they raised through The Water Challenge, and estimate how many lives they have impacted. Simply divide the amount raised by an average of \$23, e.g. \$5000 raised divided by \$23 = 217 people will be provided access to clean water thanks to your group's efforts!



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## *INTRODUCTION COMMENTS - FOR SECULAR ORGANIZATIONS*

### **Week 1**

Imagine what your life would be like if you woke up tomorrow morning and found that there was no water coming into your home. What would you do? Probably you'd get a few gallons of bottled water, and feel a bit grungy and inconvenienced until the water came back on. Other than that, things would really be OK. But what if the water never came back on? And what if the stores ran out of bottled water? What if the nearest drainage ditch became the only place we could get any water at all? Would you begin to worry about your health? There are people living with exactly that problem all over the world. And we can help. Take a look at this video. It only lasts about 5 minutes, but it's going to challenge us to make a difference.

#### ***Play Week 1 Video\****

After video, explain The Challenge

### **Week 2**

Last week we started The Water Challenge. Here's all you need to know in case you weren't here. We have accepted the challenge to give up all beverages except tap or filtered water for 2 weeks, and to take the money we would have spent on ourselves for beverages, and give it instead to the work of The Water Project, an organization that will use it to build water projects in places where people drink from polluted streams and disease filled pits. The video you are about to see tells about what having clean water can do in a person's life. We'll meet Bridget, a teen from Kenya whose hope was restored, and who is now making a positive difference in the lives of others. Let's take a look, and see how our actions can be a part of restoring hope for other young people in Africa.

#### ***Play Week 2 Video\****

After video, give reminders to post on social media, and how to bring in Challenge monies to be donated.

*\*Please Note: Statistics and Information contained in videos may not be as current as statistics listed on our website.*

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## *INTRODUCTION COMMENTS - FOR CHRISTIAN ORGANIZATIONS*

### Week 1

Matthew 25:31-40 says: "But when the Son of Man comes in his glory, and all the angels with him, then he will sit upon his glorious throne. All the nations will be gathered in his presence, and he will separate them as a shepherd separates the sheep from the goats. He will place the sheep at his right hand and the goats at his left. Then the King will say to those on the right, "Come, you who are blessed by my Father, inherit the Kingdom prepared for you from the foundation of the world. For I was hungry and you fed me. ***I was thirsty, and you gave me a drink.*** I was a stranger, and you invited me into your home. I was naked, and you gave me clothing. I was sick, and you cared for me. I was in prison, and you visited me. Then these righteous ones will reply, "Lord, when did we ever see you hungry and feed you, *or thirsty and give you something to drink?* Or a stranger and show you hospitality? Or naked and give you clothing? When did we ever see you sick or in prison and visit you?" And the King will tell them, "I assure you, when you did it to one of the least of these my brothers and sisters, you were doing it to me!"

Have you ever thought about how you can "do unto the least of these"?

Take a look at this video. It only lasts about 5 minutes, but it's going to challenge us to make a difference.

### ***Play Week 1 Video\****

After video, explain The Challenge

### Week 2

Last week we started The Water Challenge. Here's all you need to know in case you weren't here. We have accepted the challenge to give up all beverages except tap or filtered water for 2 weeks, and to take the money we would have spent on ourselves for beverages and give it instead to the work of The Water Project, an organization that will use it to build water projects in places where people drink from polluted streams and disease filled pits.

1 John 3:17-18 says, "If anyone has material possessions and sees his brother in need, but has no pity on him, how can the love of God be in him? Dear children, let us love not with words or tongue, but with actions and in truth." This project is giving us a chance to love with actions, so keep on going just a little longer.

The video you are about to see tells about what having clean water can do in a person's life. We'll meet Bridget, a teen from Kenya whose hope was restored, and who is now making a positive difference in the lives of others. Let's take a look, and see how our actions can be a part of restoring hope for other young people in Africa. ***Play Week 2 Video\****

After video, give reminders to post on social media, and how to bring in Challenge monies to be donated.

*\*Please Note: Statistics and Information contained in videos may not be as current as statistics listed on our website.*



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## LETTER TO PARENTS

Dear Parents,

It is my pleasure to introduce you to The Water Project, Inc. We're a U.S.-based 501(c)(3) non-profit organization working to provide clean, safe drinking water to the nearly 1 billion people who suffer needlessly without it in the developing world.

I'd also like to tell you about "The Water Challenge." Through this project, you will be helping us to bring safe drinking water to communities in need across Africa.

For 2 weeks, your child will be hearing about the impact a simple water project, like a clean water well or small sand dam, can have on a community where water shortages have brought poverty, disease, and death.

They have been presented with this challenge:

- Make water their only beverage for 2 weeks
- Track the money which would have gone toward other beverages on their Promise Card
- Give it their very best to reach the goal of \$23 by the end of the Challenge
- Bring in their savings on Collection Day

As parents, you will be of tremendous help if you:

- Talk with your children about clean water.
- Read and sign the Promise Card along with your child, showing your support.
- Encourage your sons and daughters as they deny themselves for the sake of others.
- Add any savings you see in your grocery bill to Promise Card before Collection Day. *Better still, join them in this time of sacrifice, and add your own savings to theirs.* (Donations can be made by cash, online or checks payable to The Water Project, Inc.)

We ask that all Promise Cards be turned in right away so your child can receive their **1+1=1** wristband as reminder of their goal, and as a special gift for them to keep.

Thanks you for joining us as we work to bring clean water to those in need,

In Service to Others,



Founder & President, The Water Project, Inc.



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## PRESS RELEASE

Your group may want to get publicity for your Water Challenge. It's easy with this press release. Just follow these steps and send the page to your local media sources.

1. You may want to think about brainstorming as a group all the ways people get information in your community. Get the contact information for your local newspaper, radio/TV station, or other media outlet. You may also want to think about your town or city websites and the community calendar. Ultimately, you will need a list of fax numbers or email addresses. This should include either a fax number or email for the main news source and/or the Features Editor.
2. Fill in the spaces on the template, found on the next page, by using the prompts below.
  1. *Group Name* - What is the name of your group? Are you a club? Are you part of a company? If so, put your name in spaces 1, 6 and 8. If not, use the group type below for space 1/6/8.
  2. *Group Type* - What type of group are you? Are you all students? Employees? Teachers and students? Faculty and Teachers? Club members? Teammates? Whatever term describes your group goes in space 2 and 7.
  3. *Location* - Where are you located? What town or community are you all from? Are you all from the same school or church? Put that information in space 3.
  4. *Dates of Event* - When are the dates of your Water Challenge? What specific date marks the beginning of your 2 weeks? Put the starting date in space 4.
  5. *Participation* - How many people are taking the challenge with your group? Put that number in space 5.
  6. *Contact* - What is your contact person's name. Put that in space 9.
  7. *Contact Information* - Fill in the appropriate contact information in space 10.
  8. *Donation Information* - Give the link for people to make donations in space 11. Don't have a fundraising page? Start one here! <http://thewaterproject.org/start-a-fundraiser.php>

3. You may want to include other things too like:

- Quotes from group members
- Photographs (with permission of course)
- Current statistics from our website: [http://thewaterproject.org/water\\_stats.asp](http://thewaterproject.org/water_stats.asp)
- A link to your group's website, especially if you are using an online fundraising page!
- Links to social media for your group

4. Read over the document before submitting it to your media source(s). We recommend having another person read over it too as that 'second pair of eyes' often catches errors or omissions.

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For Immediate Release

  1   to Give Up Drinks for Clean Water

A group of   2   at   3   are taking part in a different kind of fundraiser. Instead of raising money for themselves, they are raising money for people they will likely never meet, who live in places they will likely never visit, and whose life challenges they will likely never experience. Starting   4   for two weeks the group of   5   will take part in a program known as The Water Challenge. This fundraiser benefits people in Africa who don't have access to a sustainable water supply.

The Water Challenge asks participants to forgo all non-water beverages for two weeks and divert that money from personal consumption to a donation to the work of The Water Project ([www.thewaterproject.org](http://www.thewaterproject.org)). The premise is simple; **1+1=1 One Promise: One Band: One Life.** Participants wear a special wristband, drink tap or filtered water instead of spending money at coffee shops or soda machines, and donate what they would have spent. In other words, no money has to be pulled from savings or contributed by other people; money is simply re-purposed.

The Goal? Each participant raises enough to bring clean water to one person; or about \$23.

The Water Project will use the donations to fund the building and repair of wells, sand dams and other water technologies in sub-Saharan countries of Africa where clean and safe water is often scarce.

The Water Project goes beyond technology and financial assistance by including sanitation and hygiene education, community mobilization and following up with every site.

A few weeks after the   6   submits their funds to The Water Project, they will be assigned to a specific project that their funds will support. The   7   will then be able to follow that community through photos, GPS coordinates, and field reports as they progress through mobilization, training, and building of their project.

Together, we can make an impact!

###

For more information on the   8   fundraiser or to make donations contact   9   at   10  . You can also make donations directly at   11  . For more information about The Water Project go to [www.thewaterproject.org](http://www.thewaterproject.org), call 1-800-460-8974, or email [info@thewaterproject.org](mailto:info@thewaterproject.org).

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Example: Completed Press Release (do not underline and italicize)

For Immediate Release

**Environment Club** to Give Up Drinks for Clean Water

A group of students and teachers at Some Middle School are taking part in a different kind of fundraiser. Instead of raising money for themselves, they are raising money for people they will likely never meet, who live in places they will likely never visit, and whose life challenges they will likely never experience. Starting September 6 for two weeks the group of sixteen students and two teachers will take part in a program known as The Water Challenge. This fundraiser benefits people in Africa who don't have access to a sustainable water supply.

The Water Challenge asks participants to forgo all non-water beverages for two weeks and divert that money from personal consumption to a donation to the work of The Water Project ([www.thewaterproject.org](http://thewaterproject.org)). The premise is simple: **One Promise: One Band: One Life**. Participants wear a special wristband, drink tap or filtered water instead of spending money at coffee shops or soda machines, and donate what they would have spent. In other words, no money has to be pulled from savings or contributed by other people; money is simply re-purposed.

The goal? Each participant raises enough to bring clean water to one person; or about \$23.

The Water Project will use the donations to fund the building and repair of wells, sand dams and other water technologies in sub-Saharan countries of Africa where clean and safe water is often scarce. The Water Project goes beyond technology and financial assistance by including sanitation and hygiene education, community mobilization and following up with every site.

A few weeks after the Environment Club submits their funds to The Water Project, they will be assigned to a specific project that their funds will support. The students and teachers will then be able to follow that community through photos, GPS coordinates, and field reports as they progress through mobilization, training and building of their project.

Together, we can make an impact!

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For more information on the Environment Club fundraiser or to make donations, contact Mrs. Teacher at 555-8686 or email [Teacher@SomeMS.edu](mailto:Teacher@SomeMS.edu). You can also make donations directly at <http://thewaterproject.org/community/profile/example>. For more information about The Water Project go to [www.thewaterproject.org](http://www.thewaterproject.org), call 1-800-460-8974, or email [info@thewaterproject.org](mailto:info@thewaterproject.org).

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## *FREQUENTLY ASKED QUESTIONS – FAQ'S*

### *How much does a Water Project cost?*

The cost varies depending on the system needed and how deep and through what sort of rock or soil any well must be dug. On average, projects cost about \$8,000 dollars. When you take the cost of a well or water system and divide it by the number of people who use it, the average cost is about \$23 per person. You can read more here under [Sponsor a Project](#).

### *Where are the projects?*

They are being constructed in various regions of Uganda, Rwanda, Kenya, Sierra Leone and Burkina Faso.

### *What if I have to drink milk?*

Then by all means, do so. There are plenty of other beverages to give up for this project. But if you can give up milk for 2 weeks that might be another several dollars toward providing clean water.

### *What if I usually buy bottled water?*

Try tap or filtering tap water instead. For 2 weeks, inconvenience yourself by refilling a water bottle and carry it around with you. Besides, it is good for the environment too!

### *How about if I keep drinking my usual stuff, but just track my consumption on my Promise Card?*

That's OK. It will still help those in need, but you will miss out on the experience of sacrificing for others, and that's a big part of The Water Challenge.

### *What if I forget and drink a soda?*

No problem. Just start again.

### *What about milk on cereal?*

That's entirely up to you. I would probably count that and soup as food, not beverage. However, some of us have put water on our cereal, which isn't too bad (given the good we are doing) for just 2 weeks.

### *How do I send in the money?*

Just fill out the Remittance Form and mail it with your check to the address below. Please make checks payable to The Water Project, Inc.

Or, you can go online and fill out the "[Donate by Check](#)" Form or use the "[Online Donation Page](#)" and give using a credit/debit card. It's up to you.

Either way you decide to donate, send us the Remittance Form or an email; we like to hear how things went for your Water Challenge!

## Action



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### *ACT: MORE WAYS TO GET INVOLVED*

While your group is already doing a lot by taking part in The Water Challenge, you may still want to do more to raise awareness about the water crisis. The Water Project has a wealth of knowledge on our website for ways to get your group engaged. Here are a few suggestions.

**FUNDRAISE:** Set up a personalized fundraising page designated specially for your group:  
<http://thewaterproject.org/fundraise>

You can invite family and friends to join your efforts; and post your page link on social media throughout The Challenge!

**WANT MORE?:** Are you good at selling things? Can you organize an event? Or maybe you'd like to try painting a toilet!! There are possibilities for everyone:

Pick one (or a few!) of the options from Fundraising Ideas Page:

<http://thewaterproject.org/fundraisingideas>

**LEARN:** Do you have a classroom or a small group that you could try some new things with? Or maybe you want to explain the crisis to your 1st grader. Check out these links:

Teachers and parents can check out our lesson plans:

<http://thewaterproject.org/resources/lesson-plans.php>

Become an expert on why clean water is so important:

<http://thewaterproject.org/why-water.php>

**READ:** Looking for some new reading material? Want to know more about why we are so passionate about this work? Stimulate your mind and your heart with these options:

Learn more about the causes of the water crisis:

[http://thewaterproject.org/water\\_scarcity.php](http://thewaterproject.org/water_scarcity.php)

Be inspired by our completed projects:

<http://thewaterproject.org/map>

**CREATE:** Do you have what it takes to be an artist or a graphic designer? Do you love making collages? Use your art to tell people about the global water crisis:

Design posters or pamphlets about the water crisis using our most up-to-date facts:

[http://thewaterproject.org/water\\_stats.php](http://thewaterproject.org/water_stats.php)

Want to add pictures? Use the photos and other information from our media kit:

<http://thewaterproject.org/mediakit>

**TWEET:** Have a ton of followers on Twitter? Tell them about The Water Project! Use your own words or just repost ours:

Follow us on Twitter to get updates about our water projects:

<http://twitter.com/thewaterproject>

Tweet your friends a challenge to sponsor their own well.:

<http://thewaterproject.org/sponsor-a-water-project.php>

**POST:** How many facebook friends do you have? How much money could you raise if each of them gave just a few dollars? Find us, like us, and start spreading the word:

Like, comment, or share our posts:

<http://www.facebook.com/thewaterproject>

Share your new fundraising page with your friends:

<http://thewaterproject.org/fundraise>

Learn: Download our social media tips

<http://thewaterproject.org/socialmediatips>

**PIN:** A picture says a thousand words. We provide images along with our stories. You can gather up, link to, and showcase them on Pinterest!

Make a pinboard from different Water Project pictures:

<http://thewaterproject.org/community/>

Show your friends the project that your donations are supporting:

<http://thewaterproject.org/community/search-for-your-project/>

**WRITE:** Do you have the great power of persuasion? Are you interested in changing global policies in the name of justice? Advocate for the poorest of the poor:

Send a letter to your government representative telling them about the water crisis.

In the US use: <http://www.usa.gov/Contact/Elected.shtml>

Or if you're from Canada: [www.parl.gc.ca/](http://www.parl.gc.ca/)

Submit a letter to the editor to your local newspaper or write a blog:

<http://newspapers.com/>

**INVITE:** Do you know a local business owner? Does your community have a rallying point where everyone goes? Ask for their help with donations, financial support, or publicity:

Seek out local sponsorships for your fundraising events:

Print the statistics from the web site for them to read!

[http://thewaterproject.org/water\\_stats.php](http://thewaterproject.org/water_stats.php)

Invite the local media to cover your fundraising event or do a story on the water crisis:

[See our sample Press Release](#)

**RECORD:** Are you technology savvy? Do you love being behind the camera? Make a video to tell the story of the water crisis. See if the local TV station will play it or post it to YouTube.

Watch our channel to see what we, and other donors like you, have done:

<http://www.youtube.com/TheWaterProject>

Make a radio broadcast or podcast. We'd be happy to be special guests!

<http://thewaterproject.org/community/2012/01/18/chats-with-jack-monthly-calls-with-colleges-and-universities/>

Have more ideas? We'd love to hear them! Shoot us an email at [info@thewaterproject.org](mailto:info@thewaterproject.org) to share or get answers to your questions about fundraising activities!

## SCORECARDS

Your group can use these to keep track of their donations. In fact, it can be a great eye-opener for people to see how much they truly spend on drinks in just 2 weeks! Have adults, teen, and youth involved in The Challenge? We have specific cards to download for each group in The Water Challenge Kit. And don't worry if the costs don't match what you spend. Donate what you save; shoot for the total goal of \$23, or even more!

# 1+1=1: SAVINGS SCORECARD

BEVERAGES:	COST:	NUMBER SKIPPED IN 14 DAYS: <input checked="" type="checkbox"/>	SAVINGS:
MILK	\$.50	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$
SODA	\$.35	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$
JUICE	\$.50	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$
SPORTS DRINK	\$1.50	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$
ENERGY DRINK	\$2.50	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$
COFFEE	\$2.00	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$
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MY CONTRIBUTION:  
\$ \_\_\_\_\_

## **ADDITIONAL FUNDRAISING IDEAS**

Sometimes The Water Challenge isn't enough and groups want to do more. You can do pretty much anything to raise money for The Water Project. Whether you are an artist, cattle rancher, painter, high school student or something completely different, we are quite sure that at least one of these suggestions will appeal to you. Or you are welcome to create your own fundraiser. These are just some of our favorite ideas.

### **HOST A TEE SHIRT DESIGN CONTEST AND SALE**



Have a contest for members of your group to design a tee shirt to promote your group's water project. Have the winning design printed at a local tee shirt shop. (Tell them it's for a fundraiser and they might even give you a discount.) Sell the shirts to raise money for clean water projects. We'll even loan you our logo to use in your designs. Or, sell a tee shirt to commemorate an upcoming event at your school, like prom, graduation, the big game or a community event.

### **RACE FOR WATER**

A little friendly competition is great for fundraisers! Host a 5K and raise money for clean water or rent out the local community pool and make it a swim meet! Get local businesses to donate prizes, charge an entrance fee and start training! Download our brochures from our Media Kit – or make your own - to pass out to participants. You can grab the Media Kit at:

<http://www.thewaterproject.org/mediakit>

### **DRINK TASTING**

While wine tastings are a fun way for adults to raise funds, kids can also have drink tastings. Ask the local ice cream shop to host a milkshake tasting with all their different flavors. Have a milk allergy? You can try different fruit smoothies or flavored sodas too!

### **BAKE SALE**

Everyone loves a bake sale! Hold a bake sale at lunchtime, after school/work, at the entrance to your local department store, or during an athletic event (with permission, of course). Let everyone know the proceeds will be donated to clean water projects. Who wouldn't buy a brownie with a reward like that? You can include the bake sale with another fundraising event too!



### **REINVENT THE LEMONADE STAND**

Get creative! Use fresh or frozen fruit to make different flavors of lemonade. Change it up by including different kinds of iced teas, flavored sodas, milkshakes or smoothies. If your group is all over 21, talk to a mixologist or bartender and make it into a happy hour.

### **STAGE A SIT-IN**

Sanitation and hygiene programs are a big part of The Water Project's work. Without adequate education on these important concepts, clean water will not be used to its fullest capacity, so we include hygiene and sanitation education in each project! Staging a sit-in like this one will raise awareness, funds, and maybe even a few eyebrows! Clean up an old toilet from a junkyard or see if you can get one donated. Place the toilet in a public space (with permission of course) and have group members take shifts sitting on it. State that you won't leave until you reach your fundraising goal. Have an information table nearby to show how much you've raised and tell people about The Water Project's work. If you're doing an online fundraiser, you can even show a live feed. You don't have to just sit. You

can still use your laptop or phone, eat a meal, read a book or watch a movie! When you're done with the sit-in, use the toilet for The Tacky Traveling Toilet fundraiser.

### THE TACKY TRAVELING TOILET

Girls often drop out of school in developing countries when they reach puberty because there aren't any toilets at their schools. Raise awareness of sanitation in this activity where toilets pop up all over town!

Paint a toilet your group's colors, or any bright color (you can use an old one or get it donated). You can even plant flowers in the basin if you'd like. Tell group members that they can pay to have the toilet placed anywhere they'd like for a day. This can include a local business or someone's house. The group can also sell "insurance" (via making a donation to your fundraising page) to ensure that the toilet will not be delivered to their home or business. The recipient must pay to have the toilet removed and can choose who the toilet gets passed on to, provided the other person hasn't bought insurance. If someone decides to be a "potty pooper" the group should remove the toilet for no cost.



### CHANGE UP THE UNIFORM

Get permission from whoever sets your school or work dress code to hold either a dress up day or a dress down day. Charge money to ditch the dress code and wear a fun costume or dress down in more casual clothes or shoes. Either way, you are a walking advertisement for The Water Project! When other people ask why you are dressed up/dressed down, tell them about the need for clean water in the developing world. Try coupling this fundraiser with the Tee Shirt Design Contest!

### HOST A WATER PARTY

Invite a group of friends and family members to your house to watch some water related movies. The content can range from mermaids and lost fish to shark attacks and sea monsters. Serve sushi, try anchovy pizza or munch on candy fish. Between feature films, show some of The Water Project's [videos](#). Display bottles of dirty drinking water and statistics on the world water crisis. At the end of the night, collect money for a water project. Or, you can make it a party to kick off a Water Challenge fundraiser.

### COW PIE BINGO

Raising money for water and sanitation programs makes this style of fundraiser completely relevant!

Divide a fenced-in field or yard into smaller squares at least 1' by 1' and number each with chalk or spray paint. Sell the squares for a few dollars each. Then let a well-fed cow or other animal into the field. The square where the animal "makes their deposit" is the winner. Make sure to have pre-determined rules in case a pie lands on a line. The prize can be a set cash amount, a prize, or a percentage of the total squares sold. You'll want to keep people entertained while the animal chooses its spot, so try combining this fundraiser with another like a Talent Show. Of course, with any event a concession stand is great so couple this with Re-inventing the Lemonade Stand or a Bake Sale. Don't forget to make whoopie pies!

### DANCE FOR WATER

Does your school, church or civic group have an upcoming dance? Make it a water dance! Decorate with water-themed posters, display bottles of dirty water and pictures of happy children playing in clean water (available from our site). Go all out and use a playlist focused on water where water (or rain, waves, lakes, etc.) is mentioned in each of the songs' lyrics, is part of the band's name, in the song title or name of the album. Charge admission and donate the profits to The Water Project! Or make it a dance-a-thon and have people sponsor you by the hour. Want to raise even more money? Have a drink stand to keep everyone hydrated and donate those profits too!

## EXPERIENCE THE "WALK FOR WATER"

In the developing world many people have to walk many miles to find clean water. This takes up the time that they should be in school or working. Talk with your organization's leadership to see if you can organize a "walk for water" during school or work hours or during a weekend. Friends and family members can sponsor your walk to raise money for clean water projects. For even more of a challenge, try carrying jugs of water on your walk - and of course, don't forget to invite local media to cover the event. We have more downloadable resources to help you organize a Walk For Water on our website!

## OPEN AN ART GALLERY

Use artwork from friends, students, or coworkers and charge admission. Make it about water and sanitation by only using watercolors and framing the pieces with toilet seats. You can post the artist's name and picture or the title of the painting on the bottom of the lid. Show how important clean water is by painting the picture twice, once with clean water and the second time with dirty water.

## HOST A TALENT SHOW

Can you sing, dance, act or play an instrument? Put that talent to good use by organizing a community talent show at your school, church, or office. Get the word out, recruit performers, charge an admission fee, and perform. Be sure to let your audience know all about The Water Project and the need for clean water around the world!



## DONATE YOUR TIME

Do something you would normally get paid to do. Use your carpentry, accounting, or landscaping skills to help other people. Offer makeovers or manicures. You might even be able to help at a larger event by selling concessions or parking cars. No matter what you do, think about donating a portion or all of your profits to The Water Project.\*

Need help organizing your fundraising efforts or looking for more resources? Check out [Resource Center](#). Don't forget to promote your events through social media on Facebook, Twitter and even Pinterest!!

*\* Whenever donating a portion of profits from a for-profit company there can be some important considerations for how you promote your giving. Please email us, and we'll fill you in on the important things to know about this sort of giving. Thanks!*



## Celebration





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## CELEBRATION IDEAS

When you have completed The Water Challenge, it's time to celebrate! Here are some great ways to do just that.

- ◆ Count your funds as a group. When you have the total, divide by 23. That's an estimate of the number of **lives you have changed!**
- ◆ Distribute "**Unlocking Potential**" stickers. (Or choose any of our 5 fun sticker options) Display them on your shirt, or even on your laptop mobile phone cover. Stickers are downloadable in The Water Challenge Kit.
- ◆ Ask a local restaurant to donate coupons for a free beverage or sandwich to each participant.
- ◆ Serve ice cream floats as a project wrap-up. (Your local grocer might even donate the supplies.)
- ◆ Make your own drinks using a soda maker, or blender!



OR

- ◆ Develop your own celebration plans and send them to [info@thewaterproject.org](mailto:info@thewaterproject.org) so that we can post them on this page!

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## REMITTANCE FORM

CONTACT NAME OR ORGANIZATION:	
ADDRESS:	
CITY, STATE, ZIP:	
PHONE:	EMAIL ADDRESS: <small>[This is important! We send updates to this address about the water project you helped make possible!]</small>

## SPEAK UP!

We'd love to know how it went, what insights you gained, would you do it again, etc.

How many ***attended*** the presentations? \_\_\_\_\_

How many ***participated*** in the project? \_\_\_\_\_

How much money was raised? \$ \_\_\_\_\_

Average amount raised per person? \$ \_\_\_\_\_

**Would you consider participating in The Water Challenge again next year?**

Yes / No - Why or why not?

**What would make The Water Challenge a better program?**

**If a faith-based group, did the project benefit your group spiritually? If so, how?**

*What more can you tell us? Send us photos, comments, questions, and quotes. We want to know (and to be able to share with others) what The Water Challenge was like for you!*

**REMITTANCE FORM** - *More space, if needed:*

## *WHAT NOW? HOW YOUR FUNDRAISER BECOMES A WATER PROJECT*

What can we say, except, Thank You! Thank you for getting involved to bring clean water and sanitation to those in need. Through your donation, many people will find access to clean, safe drinking water. Their communities will see health improve and development will surely follow. Lives will change.

### **Getting to Your Project Page:**

Once your donation is received and you've let us know that your fundraising is complete, we connect your donation(s) to a water project that is still in its early planning stage. There are a few ways to get to your project page. If you made an individual donation, we will mail you a receipt and tracking ID number. Then, you'll be able to enter your ID number or your email address on the Track Project Page: <http://thewaterproject.org/track/>.



The other way is if you used a fundraising page.

Once we hear from you that your fundraising is complete, we'll mark your page "Complete", and the "Donate Now" button will change to "Fundraiser Complete!" Click on that to get to your new pending page.

### **Now Introducing... Your Project:**

On the project report page, on the right you'll see lots of demographic information about the area and the country that your project is being built. It may all seem fairly generic at this point, but that's okay. Even though your contribution to the funding is finished, your project may continue to have the status "Raising Funds" for a while. This just means that more funds are still necessary from other individuals and groups. When the project status switches to "Funded" that means that all of the funds have been secured and we are preparing to release those funds to the driller/implementer. At this point, the construction site is still being determined and the community just starting to mobilize. They may be working with our partners to gather supplies, prepare the site or organize a local water committee to oversee the project in the long term. This stage can last 6-9 months. You can read more about this critically important stage of the project here: <http://thewaterproject.org/community-engagement.php>

At first your water project tracking page might seem sort of "generic". Rest assured that as the project moves into the construction phase you will see much more detail. You'll receive an email from us whenever there have been updates posted to your project page.

### **"Under Construction"... Making it Happen:**

Our partners' work begins when we change your project's status to "Under Construction" and transfer the funds to them. By this point, the communities are already mobilized and community education begins. That's right, education comes *before* construction. In order for people to get the most out of a new water point, they need to participate in learning sessions about hygiene and sanitation. This can

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take many forms from including learning about proper hand-washing and latrine digging. We explain more about community education here: <http://thewaterproject.org/community-education.php>.

Once the engagement and education phases are completed, our partners' move on to installing the actual water project itself, whether that is drilling for a well or constructing a sand dam or rain catchment system. This process often includes getting approvals from geologists and the government. All in all this whole process can take up to 12 months. Read more about the process here: <http://thewaterproject.org/installing-the-well.php>.

### **It's that easy? There's even an expected completion date!**

Sometimes, yes. Often times, no. Construction in the developing world is very hard work. A lot of things can and do go wrong and delays are normal. Don't panic if your completion date changes.

Sometimes a major challenge will arise that requires us to put a project "On Hold" for a time. In rare cases, a project may be canceled and funds reallocated to a different project. We don't ever want our partners to lower the quality of their work to finish a project "on time."

### **"Status: Completed"...We're done right?**

While all of the project work is completed and final reports have been submitted, we aren't actually finished. When your project status changes to completed, you'll get the GPS coordinates of the project and will likely see pictures of your project in use and a community celebration and/or dedication of the project. These pictures come from step 4 in the process, the actual handing over of the project to the community. You can read more about all of what that entails here,

<http://thewaterproject.org/handing-over.php>, but for the most part it is about reviewing the sanitation and hygiene lessons, testing the water, and learning how to maintain the equipment. You may be thinking that's all that needs to be done, but there is still one more piece to our work. Every project, after it's been "completed" goes into a phase we call Monitoring and Evaluation. This is where we make sure that the water keeps flowing and people are actually benefitting from the new water point. You can learn how we do that here: <http://thewaterproject.org/monitoring-and-evaluation.php>.

### **Don't forget to spread the word!**

Again, we sincerely thank you for caring for the thirsty and those in need. Please tell your friends, family, coworkers, neighbors and anyone else you can think of about the tracking page so they can watch too. Especially, tell the people that made donations! You can always share the page on social media too. We know it takes time, but remember when water comes, hope is restored, and people flourish!

***You're making that possible!!***