THE WATER CHALLENGE

www.thewaterproject.org

OVERVIEW & INTRODUCTION

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

What you need to know:
Every year, more than 525,000 children die from diarrheal diseases. These kinds of diseases are easy to prevent...as long as you have access to water.
Where we live, we have water piped into our houses underground. But in the places The Water Project works, this isn't possible, so people collect water from rivers, lakes, and other open sources. Unprotected, untreated water makes people sick. Once people get sick, they can't get enough water to wash their hands, so their sickness spreads to other people.
Water doesn't just quench people's thirst. It prevents disease and keeps people clean, among many other things. That's why what we do is so important, and why we're so thankful for you.

The Challenge:
For two weeks, you and your fellow group members will drink only water. (Please drink only tap or filtered water if possible, as bottled water is expensive and wasteful!)
Set aside all the money you (or your parents) would normally have spent on other beverages. Donate that money to help build a water project in schools, communities, and health centers where there is no clean or safe water.

Why The Water Challenge isn't a traditional fundraiser:
We don't ask anyone to contribute money directly from savings (but you can if you want!). Donated money should come from the small sacrifice of giving something up.
In essence, you'll temporarily divert money that would have gone toward a soda machine or coffee shop so you can help others. This 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.
In the rest of this packet, you will find more information on how to make your Water Challenge successful. Should you have any questions at all, please call us at 800-460-8974 or e-mail info@thewaterproject.org.
Thanks for joining us in this incredible effort to unlock potential by providing access to clean, safe water!

Peter Chasse
President & Founder
The Water Project

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CHECKLIST

What to do and when to do it!

Before: Be Prepared!

- Get your core team together.
- Make and maintain a list of everyone participating so you'll know once you have everyone's donations at the end.
- Read through this guide.
- Print your resources: letters to parents (for minors), promise cards, posters, stickers, etc.
- Decide if you want your group to do any of the activities from the "More Ways to Get Involved" page.
- Decide if you want your group to incorporate a Penalty Tax.
- Build a fundraising page for your group on The Water Project's website.
- Optional: Distribute our press release to get local news coverage about your Challenge.

Week One: Start Strong!

- Introduce the project to your whole group, either using our scripts or on your own. Feel free to use our website for facts, statistics, and stories.
- Ask for questions. Our FAQ section might help!
- Give everyone a promise card, and give minors a letter for their parents.
- Set a date in week three for everyone to return signed promise cards.
- Give out wristbands.
- Start The Challenge!
- Post about your Challenge on social media and tag us so we can cheer you on.

Week Two: Follow Through!

- Motivate and encourage your group for people missing their non-water beverages!
- Share our week two script.
- Give newcomers a promise card, and, once signed, a wristband.
- Remind everyone to collect or earmark their saved money the following week.
- Share facts and statistics on social media, and invite your community to join.
- Choose a reward idea from the Celebrations page and make sure to prepare.

Continued on next page!

CHECKLIST (Continued)

Week Three: Collect and Celebrate!

- Have everyone empty any cash donations into a bag or bucket.
- Collect any checks and keep them safe.
- Share a link to your group's personal fundraising page for people to donate directly.
- Execute your reward/celebration idea.

Wrapping It Up: Remit and Report!

- Continue collecting your funds. If needed, recruit group members to help count, roll coins, etc.
- Fill out the Remittance Form and mail it with your total check to The Water Project, or have everyone donate online if you prefer.

PENALTY TAX

An Optional Add-On for Your Challenge

If someone in your group slips up and drinks a non-water beverage during their two-week Challenge period, as the Water Challenge Leader, you can impose a Penalty Tax system to ensure it won't happen again.

For example, let's say someone either refuses to let go of their morning coffee or they accidentally order an iced tea rather than water at a restaurant. For each non-water beverage, have them add a $2 (or whatever amount you decide) penalty tax to their Water Challenge tracking sheet.

This way, each time someone drinks a non-water beverage after they've taken on the Challenge, your group earns more money toward your donation goal.

You could also choose to impose different tax amounts for different beverages, or add a higher tax for a specific favorite beverage of your group. Be creative!

If you come up with more ideas on penalty tax that your group ends up using, let us know. We'd love to hear about them!

INTRO SCRIPT

First option: for non-religious organizations

This is a speech we've prepared to help you introduce The Water Challenge to your group. Feel free to copy/paste, edit, and customize for your needs!

Week One:

"Imagine if you woke up tomorrow morning and found that there was no water coming into your home. What would you do? Probably, you'd buy a few gallons of bottled water and make do until the water came back on. You'd take sponge baths, drink from your jugs of water, and wash dishes by hand. Other than that, things would be mostly okay.

But what if the water never came back on? And what if the stores ran out of bottled water? What if the nearest lake, river, or ditch became the only place you could get any water at all? Would you begin to worry about your health drinking that kind of water? Would it be more difficult to keep yourself and your home clean?

There are people living with exactly that problem all over the world. And we can help.

One way we can help without spending any extra money is by taking The Water Challenge.

To take The Challenge, make water your only beverage for 2 weeks. Wear your wristband to help you remember!

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 a soda machine, go to a water fountain instead. If your family goes out to dinner and you usually order iced tea, ask for water. It's free.

Track your savings on a Promise Card or on your phone. Continue your sacrifice for two weeks. You'll be amazed at how the savings add up!

After two weeks, calculate the amount of money saved by your sacrifice. Either bring a cash donation to me, or donate it via our Challenge page on The Water Project's website."

Continued on next page!

INTRO SCRIPT

First option: for non-religious organizations

Week Two:

"Last week, we started The Water Challenge. Here's all you need to know in case you weren't here.
We have accepted a challenge to give up all beverages except tap or filtered water for two weeks. We're saving the money we would have spent on non-water beverages and giving it instead to the work of The Water Project, an organization that will use it to build water projects in places where people don't have access to water."
Remind participants:

- share the Challenge on social media
- how to give donations

INTRO SCRIPT

Second option: for Christian organizations

This is a speech we've prepared to help you introduce The Water Challenge to your Christian group. Feel free to copy/paste, edit, and customize for your needs!

Week One:

"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?"

Clean, safe drinking water is scarce. Today, around two billion people in the developing world don't have access to it. Yet, we take it for granted, we waste it, and we even pay too much to drink it from little plastic bottles.

Water is the foundation of life. And still today, all around the world, far too many people spend their entire day searching for it.

One way we can help without spending any extra money is by taking The Water Challenge.

Continued on next page!

INTRO SCRIPT

Second option: for Christian organizations

Week One (Continued):

To take The Challenge, make water your only beverage for 2 weeks. Wear your wristband to help you remember!
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 a soda machine, go to a water fountain instead. If your family goes out to dinner and you usually order iced tea, ask for water. It's free.
Track your savings on a Promise Card or on your phone. Continue your sacrifice for two weeks. You'll be amazed at how the savings add up!
After two weeks, calculate the amount of money saved by your sacrifice. Either bring a cash donation to me, or donate it via our Challenge page on The Water Project's website."

Week Two:

"Last week, we started The Water Challenge. Here's all you need to know in case you weren't here.
We have accepted a challenge to give up all beverages except tap or filtered water for two weeks. We're saving the money we would have spent on non-water beverages and giving it instead to the work of The Water Project, an organization that will use it to build water projects in places where people don't have access to water."
Remind participants:

- share the Challenge on social media
- how to give donations

The Water Project Water Challenge

TOTAL CONTRIBUTION:

Beverages:	Number skipped in 14 days:	Cost per drink:	Total cost:
Milk			
Soda/Pop			
Juice			
Sports drink			
Energy drink			
Coffee			
Tea			
Cocktail			
Beer			
Other:			

I ACCEPT THE CHALLENGE TO DRINK TAP WATER FOR 14 DAYS. THE MONEY I SAVE WILL BE DONATED TO PROVIDE CLEAN, SAFE WATER IN AFRICA.

SIGNATURE:

The Water Project Water Challenge

TOTAL CONTRIBUTION:

Beverages:	Number skipped in 14 days:	Cost per drink:	Total cost:
Milk			
Soda/Pop			
Juice			
Sports drink			
Energy drink			
Coffee			
Tea			
Cocktail			
Beer			
Other:			

I ACCEPT THE CHALLENGE TO DRINK TAP WATER FOR 14 DAYS. THE MONEY I SAVE WILL BE DONATED TO PROVIDE CLEAN, SAFE WATER IN AFRICA.

SIGNATURE:

The Water Project Water Challenge

TOTAL CONTRIBUTION:

Beverages:	Number skipped in 14 days:	Cost per drink:	Total cost:
Milk			
Soda/Pop			
Juice			
Sports drink			
Energy drink			
Other:			
Other:			
Other:			
Other:			
Other:			

I ACCEPT THE CHALLENGE TO DRINK TAP WATER FOR 14 DAYS. THE MONEY I SAVE WILL BE DONATED TO PROVIDE CLEAN, SAFE WATER IN AFRICA.

SIGNATURE:

The Water Project Water Challenge

TOTAL CONTRIBUTION:

Beverages:	Number skipped in 14 days:	Cost per drink:	Total cost:
Milk			
Soda/Pop			
Juice			
Sports drink			
Energy drink			
Other:			
Other:			
Other:			
Other:			
Other:			

I ACCEPT THE CHALLENGE TO DRINK TAP WATER FOR 14 DAYS. THE MONEY I SAVE WILL BE DONATED TO PROVIDE CLEAN, SAFE WATER IN AFRICA.

SIGNATURE:

LETTER TO PARENTS

The **letter on the following page** provides a good overview of the Water Challenge for participating minors to share with their parents. Please add your group's Collection Day date to the bottom of the letter for the parents' scheduling needs.

FLIP!

LETTER TO PARENTS

Dear Parents,

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

Your child has been presented with this challenge:

- Make water their only beverage for two weeks.
- Track the money which would have gone toward other beverages, either on your child's Promise Card or on a phone.
- Bring in their savings or a total to be added to the group fundraising page on Collection Day.

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

- Talk with your child about clean water. Find more details about this on our website, www.thewaterproject.org.
- Help your child track their skipped non-water beverages, and remind them to drink water rather than juice, soft drinks, sports drinks, etc.
- Read the Promise Card along with your child.
- Encourage your sons and daughters as they deny themselves for the sake of others.
- Add any savings you see in your grocery bill to the Promise Card (or whatever you use to track their skipped beverages) before Collection Day. (Donations can be made online on a group fundraising page and/or cash/checks payable to The Water Project, Inc.)
- Better still, join them in this time of sacrifice, and add your own savings to theirs.

Donation Collection Day: _____

Thank you for joining us as we work to bring clean water to those in need!

Peter Chasse
President & Founder
The Water Project

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. You may be able to email the page or submit the story via a form on the outlet's website.
2. Fill in the spaces on the template found below by using the following prompts.
   - 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 spaces 1/6/8.
   - 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 spaces 2 and 7.
   - 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.
   - Dates of Event - What specific date marks the beginning of your 2 weeks? Put the starting date in space 4.
   - Participation - How many people are taking the challenge with your group? Put that number in space 5.
   - Contact - What is your main contact person's name? Put that in space 9.
   - Contact Information - Fill in the appropriate contact information in space 10.
   - Donation Information - Give the link for people to make donations in space 11. Don't have a fundraising page? Start one here!

Continued on next page...

PRESS RELEASE

3. You may want to include other things, too, like:
   - Quotes from group members.
   - Photos of your group (with permission, of course).
   - Current statistics from our website.
   - 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 will often catch errors or omissions!

Press release template on next page...

PRESS RELEASE

Template

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 on __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 forego 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).

The premise is simple. 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 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, their donation will be assigned to a specific project. The __7__ will then be able to follow that project through photos, GPS coordinates, and field reports.

###

For more information on the __8__ fundraiser or to make donations to the cause, contact __9__ at __10__. You can also make donations directly at __11__ .

For more information about The Water Project, go to www.thewaterproject.org, call 1-800-460-8974, or email info@thewaterproject.org.

PRESS RELEASE

For your press release, don't underline and italicize like we did in the example!

Example

For Immediate Release

Environmental Club to Give Up Drinks for Clean Water

A group of *students and teachers* at *A 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 on *September 6* for two weeks, the group of *16* 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 forego 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).

The premise is simple. 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 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 *club* submits their funds to The Water Project, their donation will be assigned to a specific project. The *club* will then be able to follow that project through photos, GPS coordinates, and field reports.

For more information on the *Environmental Club's* fundraiser or to make donations to the cause, contact *Mr./Ms. Teacher* at *555-555-5555 or msteacher@amiddleschool.org*. You can also make donations directly at *www.thewaterproject.org/community/profile/teachers-campaign-for-water*.

For more information about The Water Project, go to www.thewaterproject.org, call 1-800-460-8974, or email info@thewaterproject.org.

FAQS

01 What if I have to drink a certain non-water beverage for health reasons?

Then, by all means, do so. There are plenty of other beverages to give up for this project.

02 What about coffee/tea? I drink those every day!

It depends on your level of commitment. Do you want to go all in and grow your donation through sacrifice, or would you rather not suffer from caffeine withdrawal headaches (which is totally understandable)? That is up to you. Some may consider this a perfect opportunity to experiment with less caffeine in their lives!

03 What if I usually buy bottled water?

Try tap or filtered water instead. For two weeks, inconvenience yourself by refilling a water bottle and carrying it around with you. Besides, doing that is better for the environment, too!

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

That's okay. 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.

05 What if I forget and drink something other than water during The Challenge?

No problem. Just start again!

06 What about milk on cereal? Or soup?

That's entirely up to you. We would probably count those as food, not beverages. However, some participants have put water on their cereal, which isn't too bad (given the good they are doing!).

Continued on next page...

FAQS

07 How do I send in the money?

There are plenty of methods!
You and other members of your group can donate money through your own personal fundraising page.
If you have coins, cash, or checks to send us, please fill out the Remittance Form and mail it with your check to us. Please make checks payable to "The Water Project, Inc."
Whatever method you use, send us an email; we would love to hear how things went for your Water Challenge!

08 Can I invite others to join me, like my family and friends?

Absolutely! The more, the merrier. It's easier to undergo a challenge when you're surrounded by support. And the more people who participate, the larger your contribution will be!

09 How does our donation become a water project?

See the "What Now?" page toward the end of this packet for more info!

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.

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 first grader. Everyone can become an expert on why clean water is so important! Teachers and parents can also check out our lesson plans.

Read

Want to know more about why we are so passionate about this work? Stimulate your mind and your heart:

- Learn more about the causes of the water crisis.
- Get inspired by our completed projects.

Create

Are you 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.
- Use the photos and other information from our media kit.

Share

Have a ton of followers on social media? Tell them about The Water Project! Use your own words, or repost our stuff if that's easier! There are great photos you can download to post in our media kit.

Continued on next page!

MORE WAYS TO GET INVOLVED

Write

Do you have the great power of persuasion? Are you interested in changing global policies in the name of justice?

- Send a letter to your government representative telling them about the water crisis.
- Submit a letter to the editor at your local newspaper.

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 website for them to read!
- Invite the local media to cover your fundraising event or do a story on the water crisis.

Record

Are you technologically 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 on YouTube.
- Take a look at our YouTube channel to see what we, and other donors like you, have done.
- Make a radio broadcast or podcast. We'd be happy to be special guests!

Have more ideas? We'd love to hear them! Shoot us an email at info@thewaterproject.org to share what you've done or get answers to your questions!

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're certain either one of these suggestions will appeal to you, or you'll create your own fundraiser. These are just some of our favorite ideas.

HOST A T-SHIRT DESIGN CONTEST AND SALE

Have a contest for members of your group to design a t-shirt to promote your group's water project. Have the winning design printed at a local shirt shop. (Tell them it's for a non-profit fundraiser, and they might even give you a discount!) We'll even loan you our logo to use in your designs. Sell the shirts to raise money for clean water projects.
Or, sell a shirt to commemorate an upcoming event at your school, like prom, graduation, a 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 – or make your own – to pass out to participants.

DRINK TASTING

While wine tastings are a fun way for adults to raise funds, kids can also have drink tastings (just not while they're participating in The Water Challenge!). 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 at another fundraising event, too!

Continued on next page!

ADDITIONAL FUNDRAISING IDEAS

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 education on these important concepts, the clean water we supply will not be used to its fullest capacity. We include hygiene and sanitation education alongside each project!

Staging a sit-in 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 sub-Saharan Africa when they reach puberty, in part because their schools can't accommodate their hygiene and sanitation needs. Raise awareness of sanitation in this activity where toilets pop up all over town!

Paint a toilet (you can use an old one or get it donated) in your group's colors, The Water Project's blue and orange, or any bright color. 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. If someone decides to be a "potty pooper," the group can remove the toilet for no cost.

Continued on next page!

ADDITIONAL FUNDRAISING IDEAS

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 T-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

Divide a fenced-in field or yard into smaller squares at least one foot by one foot 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. Raising money for sanitation programs makes this style of fundraiser especially relevant!
The prize can be a set cash amount, a donated item, 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!

Continued on next page!

ADDITIONAL FUNDRAISING IDEAS

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 the songs' lyrics, is part of the band's name, in the song title, or the name of the album. Charge admission and donate the profits to The Water Project! Have a drink stand to keep everyone hydrated, and donate those profits, too! Or make it a dance-a-thon and have people sponsor you by the hour.

EXPERIENCE THE "WALK FOR WATER"

In the developing world, many people have to walk for 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. Don't forget to invite local media to cover the event. We have downloadable resources to help you organize a Walk For Water on our website!

OPEN AN ART GALLERY

Display 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. Have the artists 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

Put your talents 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!

Continued on next page!

ADDITIONAL FUNDRAISING IDEAS

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. 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 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 and estimate how many lives you've changed! Roughly $100 provides water for one person, and $500 provides water for one family.
- 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 so that we can post them on our social media!

Remittance Form

NOTE: This info can be sent by email if you prefer!

Group Leader Name

School / Company / Organization

Address

City / State

Zip

Phone

Email

Note: Your email address important! We send updates to this address about the water project you helped make possible.

SPEAK UP!

We'd love to know how it went, what insights you gained, and whether you would participate again.

		Yes	No
1.	Would you consider participating in The Water Challenge again?	◯	◯

2. How many people attended your initial presentation?

3. How many people participated?

4. How much money did you raise in total? $

5. What was the average amount raised per person? $

6. What would make The Water Challenge a better program?

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

8. Anything else you'd like to share:

WHAT NOW?

How your fundraiser becomes a water project!

Thank you for getting involved in bringing 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. Because of you!

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 stages. 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.
- 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 "See the Project!"

Your Project Page

Once you get to a project page, you'll see a few different tabs with a bunch of information, quotes, and pictures about the community and the people your funding will help.

Even though your contribution to the funding is finished, the "Project Status" in the first tab may still say "Raising Funds." This just means that more funds are still necessary from other individuals and groups. When the project status switches to "Funded," all of the funds have been secured.

At this point, construction can begin! We'll have worked with each community months before actual construction begins.

Rest assured, you'll receive an email from us whenever there have been updates posted to your project page.

Continued on next page!

WHAT NOW?

How your fundraiser becomes a water project!

"Under Construction" - Making It Happen!

Our in-country teams' work begins when we change your project's status to "Under Construction." By this point, the communities are already mobilized, and community education begins. 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 take many forms, including learning about proper handwashing, water handling, maintenance of their new water point, and more.

Then, we install the water project, whether this means drilling a well, constructing a sand dam, or installing a rain catchment system. This process often includes getting approvals from geologists and the government.

It's That Easy?

Sometimes, yes. Oftentimes, 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 wouldn't ever want our in-country teams to lower the quality of their work to finish a project "on time."

Continued on next page!

WHAT NOW?

How your fundraiser becomes a water project!

"Completed" - We're Done, Right?

When 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 likely see pictures of your project in use and a community celebration of the project.
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.

Our Gratitude

Again, we sincerely thank you for caring for the thirsty and those in need. Please tell your friends, family, coworkers, neighbors, and especially anyone who donated about the project page so they can watch it come to life, too. We know it takes a little time, but remember: when water comes, hope is restored, and people flourish! You're making that possible.