



FUNDRAISING IDEAS

START A FUNDRAISING PAGE

On TWP website, you can start your own personal fundraising page. It's free and easy and this way folks can donate online directly towards your goal. They will receive an automatic receipt and this keeps you from having to deal with money directly. Once you're done fundraising, we can assign your funds to a project in need and all those who donated will automatically receive project reports as construction begins!

ORGANIZE A WATER CHALLENGE

In this ready-to-go fundraiser, you and your group give up all beverages except water for two weeks. At the end of the two weeks, you donate the money you would have spent on drinks to The Water Project. We'll even send your group FREE wristbands and link you to resources and videos to help spread the word! This is by far our most popular (and easy!) way to raise money.

EXPERIENCE THE WALK FOR WATER

Recreate the walk for water of those in developing nations. Ask your school, church or business if you can do it during work/school hours to get more participation. Set up a distance for your group to walk (1-3 miles is usually good!). Have empty jugs ready and a place to fill them up at a halfway point. Carry the empty jugs to the water source, fill them up and continue the walk back. Have folks "register" to participate with all donations supporting your goal! Don't forget to invite local media to cover the 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 brochures from our Media Kit – or make your own - to pass out to participants.

DEDICATE AN EVENT TO CLEAN WATER

Have a birthday coming up? Or a wedding, Bar Mitzvah, or anniversary? Why not forgo gifts and ask others to donate to your fundraising page instead?

DRINK TASTING FOR KIDS OR ADULTS

Adults: why not host a wine tasting? Charge a minimum dollar amount and whoever donates the most beyond that gets to bring home some bottles of wine!

Kids can also have drink tastings. Ask the local ice cream shop to host a milkshake tasting with all their different flavors. You can try different fruit smoothies or flavored sodas too!

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 below!

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 t-shirt shop. (Tell them it's for a fundraiser and they might even give you a discount.) Sell the shirts to raise money for The Water Project. We'll even loan you our logo to use in your designs. Or, sell a t-shirt to commemorate an upcoming event at your school, like prom, graduation, the big game or a community event.

MAKE USE OF LOCAL BUSINESSES

Contact your local coffee shop, restaurant or bar and see if they would be willing to have a Water Day where a proceed of their sales benefit The Water Project and your fundraiser!

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 with a proceed of the bill benefiting your fundraiser.

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 The Water Project. This is a great idea for an office setting. You can include the bake sale with another fundraising event too!

TEAM BUILDING

Get a group of your colleagues together and combine your efforts. Some companies even offer matching gift programs. Hold a fundraiser as a team building exercise and watch your donations rise!

HOST A DINNER PARTY

Invite guests over for a delicious meal and donations to your cause. You can even have the computer set up and open to your personal fundraising page to encourage guests to donate NOW.

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.

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.

DANCE FOR WATER

Does your school, church or civic group have an upcoming dance? Make it a water dance! Decorate with water-themed posters and statistics. Go all out and use a playlist focused on water (in the band name, lyrics, etc). 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. Have a drink stand to keep everyone hydrated and donate those profits too!

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 TheWaterProject.com in our resource area, myWaterProject, or in our online resource center. Don't forget to promote your events through social media on Facebook, Twitter and even Pinterest! We'd love to hear from you if you have ideas to share! And remember, no matter how or what you fundraise, you are drastically improving the lives of communities without access to clean and reliable water.