DIY WALK PLANNING GUIDE

Engage your local community to make an impact on lives around the world.
Thank you for deciding to change lives through safe water!

The global water crisis is both urgent and enormous. **2.2 billion people worldwide lack access to safe water.** Every day, millions of women and children walk between one and four miles to collect water. Often, the only available water is contaminated—exposing their families to dangerous waterborne diseases. Worldwide, one person dies every 37 seconds from an entirely preventable, water-related illness. Young children are the most vulnerable.

**The good news is that, together, we can change this.** By hosting a Walk for Water, you give a voice to your global neighbors who walk and average of more than three miles every day for water that often makes them sick.

This guide breaks down the Walk for Water planning process into four easy steps:

1. **FORM YOUR TEAM**
2. **SET A DATE, ROUTE, AND GOALS**
3. **SPREAD THE WORD**
4. **WALK FOR WATER**

Every step you take, bucket you carry, and dollar you raise will help to transform lives. With safe water, children have time to study and play. Men and women have time to work and care for their families. Health is improved, dignity is restored, and communities thrive.

We thank you for supporting Water Mission, a nonprofit Christian engineering organization that designs, builds, and implements safe water, sanitation, and hygiene solutions in developing countries and disaster areas. **Since 2001, we have served more than 7 million people worldwide.**

On behalf of the families and communities you will impact, thank you for dedicating your time, talents, and treasure to fight the global water crisis.
1. FORM YOUR TEAM

As the Event Lead, one of your first steps is to rally a team of passionate, committed people to help cast the vision for your Walk. Dividing the responsibilities can be extremely useful in making your Walk as impactful as possible.

Some positions you might want to consider for your team include:

LOGISTICS LEAD
Oversees all details from pre-event preparation to day-of logistics. This person is responsible for planning the Walk site, organizing the route, and managing set-up and tear-down. For more information on this role, click here.

COMMUNITY LEAD
Leads recruiting efforts, encouraging schools, businesses, and churches to register for your Walk and raise funds and awareness. For more information on this role, click here.

PROMOTION LEAD
Uses marketing and social media to drive awareness, participation, and fundraising efforts. For more information on this role, click here.

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In addition to the positions above, you may also consider recruiting a Sponsorship Lead and Finance Lead for your leadership team.

As the Event Lead, these resources should be helpful as you develop your Walk for Water.

Sign up to host a Walk and create your team page at watermission.org/DIY-Walk-for-Water.
2. SET A DATE, ROUTE, AND GOALS

As you prepare for your Walk for Water, this timeline will help you stay on track. The key throughout is frequent communication.

A detailed event timeline can also be found here.

6 MONTHS OUT

☐ Recruit a reliable, passionate team, and have them be the first to register for your Walk.
☐ Set a meeting schedule.
☐ Secure Walk for Water site location, route, and date.
☐ Create event webpage so that participants can register.
☐ Set goals for participation and raising funds.

3 MONTHS OUT

☐ Recruit sponsors using the Sponsorship Commitment Form.
☐ Plan event details to ensure a successful Walk for Water.
☐ Start promoting your event.

4-6 WEEKS OUT

☐ Promote your event enthusiastically and frequently using promotional posters and social media!
☐ Recruit volunteers for event day.

EVENT DAY

☐ Join your community as you Walk for Water, making a difference in the lives of men, women, and children around the world.
☐ Share photos on social media with the hashtag #walkforwater, and tag Water Mission on Instagram, Twitter, or Facebook. We love to highlight the amazing work your community is doing on behalf of your global neighbors.
☐ Promote your event enthusiastically and frequently using promotional posters and social media!
☐ Re-share social media posts from participants, tagging sponsors as appropriate to highlight their contribution to the effort.

1 WEEK FOLLOWING THE EVENT

☐ Send in-person donations and registration forms to:

Water Mission
Attn: National Walks Program
1150 Molly Greene Way, Bldg. 1605
N. Charleston, SC 29405

☐ Thank the Walk for Water planning team, participants, and sponsors (sample templates can be found here.)
☐ Share stories and photos with participants, Water Mission, and local media.

Sign up to host a Walk and create your team page at watermission.org/DIY-Walk-for-Water.
3. SPREAD THE WORD

Attention to detail is key to your Walk for Water’s success! Get friends and family excited about fighting the global water crisis with you. Personally invite your connections via text, phone, social media, and more. This is especially effective in engaging people in your Walk.

Go to the resources page for templates and tools that will help you spread the word! These include Facebook profile frames, social media images, Fill-the-Bucket Challenge sheets, facts sheet about the global water crisis, and details about some of the real women and children whose lives have been transformed through safe water.

Gain attention for your Walk for Water through promoting, recruiting walkers, and raising funds and awareness.

PROMOTE

- Think creatively about ways to reach different audiences.
- Post on social media using a Walk for Water profile picture frame.
- Reach out to your community.
- Contact local businesses, leaders, churches, schools, etc.
- Post your event on community calendars, virtually, and in print.
- Take advantage of all speaking opportunities.
- Hang promotional flyers (find templates here.)
- Arrange for public service announcement on local radio stations.
- Provide a press release (see template here.)

RAISE FUNDS AND AWARENESS

There are many ways to encourage participants to raise funds and awareness for your Walk for Water:

- Encourage walkers to raise funds using their Participant Center on the event website.
- Share facts about the global water crisis and encourage participants to share them with others.
- Recruit sponsors.
- Encourage donations for participation.
- Keep your registered walkers motivated to raise funds by sending coaching emails on a regular basis.
- Think about creative ways to recognize top walkers.

RECRUIT

Each person who registers for the Walk becomes a part of the fight to end the global water crisis. To effectively recruit participants:

- Set a recruitment goal and strategy.
- Make it easy and accessible for participants to register and get involved.
- Inspire and support walkers to achieve their goals with:
  - Phone calls
  - Texts
  - Social media shout-outs

Sign up to host a Walk and create your team page at watermission.org/DIY-Walk-for-Water.
4. WALK FOR WATER

By participating in a Walk for Water, you are walking on behalf of those who must make time-consuming, often dangerous treks every day to collect water for their families. Through the funds and awareness raised by your Walk for Water, entire communities can be transformed by the power of safe water!

Charity Navigator has awarded Water Mission its top 4-star rating 14 years in a row, a distinction shared by only one percent of charities rated by the organization. Sign up to host a Walk and create your team page at watermission.org/ DIY-Walk-for-Water.
FAQs

Who should I contact with questions about planning a Walk for Water?
Contact the National Walks Program Manager at walk@watermission.org or 843.769.7395.

How will Water Mission use the money raised through our Walk for Water?
Funds will be used where most needed in the following areas:
- Programs in developing countries
- Advocacy and awareness
- Research and development
- Disaster relief

How do I edit the templates provided on the Walk for Water resource page?
The resource page provides you with many useful design templates that can be edited with a Canva account.
- When you select a template that is built in Canva, you will be prompted to log-in or create a free Canva account.
- Once you have logged in or created an account, you will be taken straight to the template to customize with your Walk specific information.
- Details on how and what to edit for each template, as well as exporting and printing instructions, can be found by clicking the “Notes” section in the bottom toolbar.
- Changes to templates opened under your account will automatically be saved on your Canva home page for future access.

How can I get more involved with Water Mission?
We depend on passionate people like you to spread the word about Water Mission’s work around the world. Consider deepening your commitment by:
- Becoming a part of Thirst Quenchers, our monthly giving program.
- Applying to be a year-round volunteer.
- Stopping by our Charleston, SC office for a tour.
- Visiting our Get Involved page to learn more.