

2020-21



water4Her

## Giving Team Leader Toolkit

The **water4Her** movement is designed to unite women and groups of women to create coordinated action. We are calling for people, brands, athletes, sponsors and donors to lend their voices and resources to fast-track providing clean water access to 100,000 women and girls in East Africa. Giving Teams are the cornerstone of the **water4Her** movement. We challenge each giving leader to build a team of at least 10 members. When we all do this, we will mobilize 100,000 women that will be the catalyst for reaching our goals.

This document is designed to help you serve as an effective Giving Team Leader. It includes tips for getting started, best practices, fundraising ideas, resources and tools. If there are questions you have or need further help, please do not hesitate to [contact us here](#) or email the **water4Her** team at [team@water4her.org](mailto:team@water4her.org).

Thank you for joining the **water4Her** movement and stepping in as the leader of your Giving Team. Together our Giving Teams will help remove barriers to clean water for women and girls to be safer, stronger, healthier, educated, employed and heard. Welcome to the **water4Her** team!



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# Getting started

As a **water4Her** Giving Team Leader, here are a few easy steps you can take to kick off your efforts.

## 1. Make note of your fundraising URL that was emailed to you.

You can also find it by going to [water4her.org/hub](https://water4her.org/hub). Locate your group page, click view, then copy the URL. Make sure you include that link in all social posts, emails, or messages about water4Her to your friends and family.

## 2. Who's your donor base?

Make a list of everyone in your network, including friends, family, co-workers, and your social media followers that you can ask to support your fundraising efforts.

## 3. Make a fundraising plan.

Making a plan to reach your fundraising goal is the best way to ensure your success! Consider whether your donations will come from email campaigns, a flurry of social content, or an event. Keep reading below to learn about what other fundraisers have done to secure donations.

## 4. Share the WHY!

Believe it or not, your network may not know WHY this cause matters. Many people don't realize that the consequences of water scarcity go far beyond inadequate access to drinking water. Women and girls spend millions of hours collecting water that is often unsafe to drink. This is time that would be better spent learning, earning, and leading their communities. Access to water, sanitation and hygiene (WASH) are linked to improved health, decreased gender-based violence and reduced risk of water-borne illnesses. Check below for clean water facts you can utilize in your fundraising.

## 5. Be creative!

These days, nothing is off-limits when it comes to fundraising. Usually, the more unique and authentic you can be in your approach, the more likely you are to receive donations.

## 6. Go out and do it!

Start today! Send your first email out to invite people to your Giving Team or get up your first social media post.

Good luck on your fundraising journey. Make sure to [contact us here](#) or email us at [team@water4her.org](mailto:team@water4her.org) to let us know about your fundraising efforts. We want to share our fundraiser's stories on our social media to inspire others to join the effort!

# Fundraising Tips

- Story-telling is at the core of fundraising. Your supporters and potential donors want to understand why you launched a campaign for water4Her and what makes you passionate about women and girls having access to clean water. Make it personal and share how you hope to make a difference in communities both at home and a world away.
- We recently launched [water4Her.org/hub](https://water4Her.org/hub) to act as the central location for fundraising and awareness activity. When you talk to supporters about what we do, be sure to link them back to your fundraising page and the water4Her website so that they can learn more or donate to the cause.
- Supporters like to know they are making a difference. The more you can share and broadcast the milestones we achieve together for water4Her, the more momentum we will gain. Whether it's funding new wells or reaching your fundraising goals, the more good news you share with your networks, the better! Be sure to follow [@waterboysorg](https://twitter.com/waterboysorg) and [@womenforwater](https://twitter.com/womenforwater) across platforms for content that is easy to reshare.
- You must ask! In your communications to donors, make sure to include a clear ask for their monetary support.
- Tell the story, but be succinct! When constructing your communications, make sure to keep your messaging as short as possible while still incorporating all of the above. The longer your message, the higher the risk of someone stopping before they've reached the information to donate.
- Don't expect everyone to give the first time you ask. For most donors, it takes multiple communications and supplying additional information to secure a donation. Make sure to follow up with individuals you've contacted to keep them in the loop regarding your fundraising progress, give them more information about water4Her, and continue to ask for support.
- Thank your donors! All donors will receive an acknowledgment via email after they donate to your campaign. We recommend reaching out to your donors and thanking them for supporting your campaign as well. We also suggest sending an e-mail alerting all your donors when you have reached your fundraising goal.



# Need some inspiration?

Here are some examples of engaging fundraising ideas.

## Hike4Her

As a member of the water4Her movement, you have pledged to participate in the Hike4Her being held on Saturday, March 20, 2021, in celebration of World Water Day. This event is designed to simulate the often long and dangerous walk women and girls have to take to collect water and carry it back to their homes. We ask that you pack a bag (backpack, handbag or baby bag) with as much weight as you can carry and walk at least 1 mile. You can ask your friends and family for donations for your Hike 4Her.

[Please register here!](#)



## Game Night Challenge

Do you enjoy playing board games or card games with your family and friends? You can host a game night and ask everyone to play for a cause. Participants make a small donation for their cards or game pieces, then let the challenge begin! Everyone will have a fun night, playing for a cause!



## Teach For a cause

One of our water4Her staff members, Melony, hosted a short class on special event planning. She taught people how to host their own event for a small donation to fund water projects for women and girls. If you have a special skill, like resume writing, painting, or sewing, you can teach for the cause.



## Percentage of Profits

We have some fundraisers donating a percentage of their profits from items like jewelry, clothes, or household accessories. We have fundraising leaders who make beautiful holiday postcards and donate a percentage of her profits.

## Corporate Matching Donations

Do you work for a company that will match their employee's contributions to charity? Many corporations, both large and small, participate in an employee giving program. Double yours and your co-worker's donations!

# Important FAQs and Resources

## Contribution Facts

- You may be asked if Waterboys is a 501(c)(3) organization. Waterboys is a program of The Chris Long Foundation in partnership with women for water. The Chris Long Foundation is a 501(c)(3) organization. All donations are tax-exempt. EIN #47-6329563.
- We can accept check donations to your campaign. Please have them write the check out to The Chris Long Foundation. No checks written out to water4Her can be deposited. Please have them put water4Her and the name of your campaign in the memo line. The address to send checks to is:

The Chris Long Foundation, 100 S. Brentwood Blvd. Suite 500, St. Louis, MO 63105

## water4Her Social Media

Spreading awareness is just as important as raising funds for your campaign. Make sure to include the below water4Her social media accounts in your e-mails and posts so potential donors will receive up to date information regarding our work.

 @WaterboysOrg  
@womenforwater

 @WaterboysOrg  
@womenforwater

 @WaterboysOrg  
@womenforwater

## Use of Logos and Photos

If you would like to use any photos or official water4Her logos while promoting your fundraising campaign, please [reach out to us here](#) or email us at [team@water4her.org](mailto:team@water4her.org). After reviewing your request, we'll be able to provide you with high-resolution logos and photographs for your use.



# Clean Water Facts

Read through the below facts regarding the global water crisis and how it uniquely impacts women and girls. Utilize the below information when you are fundraising for your campaign to demonstrate the urgency of our mission.



- Today in Africa, women will spend millions of hours collecting water that is often unsafe to drink. This is time that would be better spent learning, earning and leading their communities.
- Access to clean water, hygiene, and sanitation is vital to preventing community spread and reducing the socio-economic impact of COVID-19 on women and girls.
- 785 million people lack even a basic drinking-water service (more than twice the population of the US), including 144 million people who are dependent on surface water. World Health Organization, 2019
- Access to safe water is critical to the health of women and their babies - during pregnancy and after. Walking to collect water and carrying heavy water vessels can be dangerous for a pregnant woman and consuming unsafe water is harmful to everyone. From maintaining a healthy pregnancy to nourishing a newborn child, women need safe water close to home.
- Women and girls bear the responsibility for collecting water for their families. They may stand in line and wait for water, walk long distances and experience harassment.
- Deep-rooted gender inequality has resulted in women in developing countries enduring the worst of COVID-19's impact. From added responsibilities for mothers whose children can no longer attend school to increasing domestic violence, the pandemic is rolling back empowerment gains and plunging women back into poverty.
- According to UN News, 2010, more people die from unsafe water than from all forms of violence, including war.
- Access to water, sanitation and hygiene (WASH) are linked to improved health, decrease gender-based violence and reduced risk of water-borne illnesses.
- Diarrheal disease kills one child every 60 seconds, according to LifeWater, 2019.

Personal Hygiene

THANK YOU

Thank you again for joining the water4Her movement as a Giving Team Leader. With your help, we will soon reach our goal of empowering 100,000 women and girls through access to clean water.

If you have any questions, please [reach out to us here](#), or email us at [team@water4her.org](mailto:team@water4her.org)