

# JOIN THE WALK FOR WATER CHALLENGE



## THE REASON

### *Dirty Water Means Poverty, Sickness, and Death*

In Sub-Saharan Africa, most rural people spend 3+ hours a day, collecting small amounts of dirty water. In rural settings it's traditionally women and girls who walk for their family's water supply. Each bucket can weigh 40-80 pounds and is normally carried on top of the head. At the end of the day, a woman's opportunity in education or small business is entirely inhibited by collecting water that may cause disease.

- > A water well gives a community easy access to clean, reliable water.
- >> It prevents disease and death, and gives people the foundation they need to thrive.

## THE CHALLENGE

### *We Walk so They Won't*

WWFA is asking people all over the world to raise money and awareness by walking for water in their own communities! You can walk as an individual or organize a group anytime, starting on World Water Day (March 22nd) or any time you like!

Ask family and friends to sponsor you on a 5K/3M walk. The money and awareness that you raise by joining our WE WALK Challenge will provide clean water wells in remote African villages. Read on for info on Organizing or Participating in a We Walk event.

## THE GOAL

### *We Will Make A Difference | EVERY DOLLAR COUNTS*

- We encourage each participant to raise a minimum of \$400.  
Find sponsors to commit to your final goal (of \$400) and you will provide water for 50 people!
- > For as little as \$8 ONE PERSON can have abundant, clean water for up to 20 years.

WE WALK  
FOR WATER



# ORGANIZE A WALK FOR WATER



## INFO FOR THE HOST

Your event can be as big or small as you can manage. Some groups like to carry buckets to help draw attention to the cause. Others prefer to organize the event more like a 5K walk/run without using buckets. The details are up to you!  
*Visit our website to find materials for promoting your event, and contact us anytime with questions.*

## CHALLENGE GUIDELINES

Set your date whether it's on or around World Water Day on March 22nd or anytime that's best for you.  
*The rest is as easy as 1-2-3!*

### 1. GET PARTICIPANTS

Use our materials to help your family, friends, and community get excited.

### 2. GET PLEDGES

Each participant must find sponsors to support their walk. Use our GoFundMe page to create your own fundraising page and encourage your participants to raise \$500! [www.wwfa.us/GoFundMe-walk](http://www.wwfa.us/GoFundMe-walk)

### 3. GET WALKING

Have your participants walk 5 kilometers or 3 miles. This is the average distance that people in Africa walk for 1 bucket of water (most of them do it multiple times each day)! If you decide to walk using buckets, we suggest starting with them empty and filling them up at a half-way point. *To ensure your participants' safety do not require them to carry a full bucket if they are not able.*

## FUN TIPS

- **Start planning your walk as soon as possible.** Find out if there are other groups in your area who might want to collaborate. Create a timeline of what needs to be done and decide who will be doing it.
- **Select a location and date for your walk.** Find out if your location requires you to get permission.
- **Tell everyone about your event!** Use social media sites like Instagram, Twitter, and Facebook and your own website (if you have one). Invite your family, friends, colleagues, school and others in your community to join-in and help promote. Ask others to spread the word on their websites and social networking. USE OUR posters and flyers (see the link on our WE WALK for Water page at [www.wwfa.us/walk](http://www.wwfa.us/walk)). Remember to inspire others about the difference that clean water makes!
- **Invite your local news!** Create a photo opportunity to encourage people to share news about your event.
- **Tell us about your walk!** Tell us as much as possible about your walk experience. Send any updates, photos or blog posts to [info@waterwellsforafrica.org](mailto:info@waterwellsforafrica.org) and share your plans at [www.facebook.com/PromoteWater](https://www.facebook.com/PromoteWater); on Instagram @waterwellsforafrica and @PromoteWater on Twitter.
- **Make it Fun!** Wear bright colors (or WWFA t-shirts) to make yourselves noticeable!

# PARTICIPANT INFO SIGN UP



Leave your contact info below for more information on your local WALK For WATER EVENT

1.	NAME _____	PHONE _____	EMAIL _____
2.	NAME _____	PHONE _____	EMAIL _____
3.	NAME _____	PHONE _____	EMAIL _____
4.	NAME _____	PHONE _____	EMAIL _____
5.	NAME _____	PHONE _____	EMAIL _____
6.	NAME _____	PHONE _____	EMAIL _____
7.	NAME _____	PHONE _____	EMAIL _____
8.	NAME _____	PHONE _____	EMAIL _____
9.	NAME _____	PHONE _____	EMAIL _____
10.	NAME _____	PHONE _____	EMAIL _____
11.	NAME _____	PHONE _____	EMAIL _____
12.	NAME _____	PHONE _____	EMAIL _____
13.	NAME _____	PHONE _____	EMAIL _____
14.	NAME _____	PHONE _____	EMAIL _____
15.	NAME _____	PHONE _____	EMAIL _____
16.	NAME _____	PHONE _____	EMAIL _____
17.	NAME _____	PHONE _____	EMAIL _____
18.	NAME _____	PHONE _____	EMAIL _____
19.	NAME _____	PHONE _____	EMAIL _____
20.	NAME _____	PHONE _____	EMAIL _____
21.	NAME _____	PHONE _____	EMAIL _____
22.	NAME _____	PHONE _____	EMAIL _____
23.	NAME _____	PHONE _____	EMAIL _____
24.	NAME _____	PHONE _____	EMAIL _____
25.	NAME _____	PHONE _____	EMAIL _____
26.	NAME _____	PHONE _____	EMAIL _____
27.	NAME _____	PHONE _____	EMAIL _____
28.	NAME _____	PHONE _____	EMAIL _____
29.	NAME _____	PHONE _____	EMAIL _____
30.	NAME _____	PHONE _____	EMAIL _____
31.	NAME _____	PHONE _____	EMAIL _____
32.	NAME _____	PHONE _____	EMAIL _____
33.	NAME _____	PHONE _____	EMAIL _____
34.	NAME _____	PHONE _____	EMAIL _____
35.	NAME _____	PHONE _____	EMAIL _____

\* NOTE TO HOST: This sheet allows you to contact your participants with WE WALK details and inspiration. Update them regularly.



# PARTICIPATE IN A WALK FOR WATER



## INFO FOR THE PARTICIPANT

### *Dirty Water Means Poverty, Sickness, and Death*

**For as little as \$8 ONE PERSON can have abundant, clean water for up to 20 years.**

We encourage each participant to raise \$400. Get as many sponsors as possible to commit to your final goal (of \$400) and you will provide water for 50 people!

#### How to get Started

- Contact your host and make sure to write down your event details.
  - Tell everyone about your walk! Use Instagram, Twitter, and Facebook and your own website (if you have one). Invite your family, friends, colleagues, school and others in your community to sponsor you and/or help promote.
  - Ask others to spread the word on their websites and social networking.
  - USE OUR posters and flyers (see the link on our WE WALK for Water page at [www.wwfa.us/walk](http://www.wwfa.us/walk)).
- Remember to inspire others about the difference that clean water makes!

#### How to Get Pledges or Donations

1. Print and fill-in your information at the bottom of the Pledge Confirmation Form OR create your own online fundraising page at [www.wwfa.us/GoFundMe-walk](http://www.wwfa.us/GoFundMe-walk)
2. When someone pledges to sponsor your walk, make sure to record ALL their information on the Pledge Confirmation Form. You will need to contact them after completing your challenge to collect their pledge.
3. You can also encourage people to donate to the walk ahead of time if they would prefer. This is easier if you create your own GoFundMe fundraising page at [www.wwfa.us/GoFundMe-walk](http://www.wwfa.us/GoFundMe-walk).
4. Encourage the sponsors to come and watch you walk!
5. After your Walk For Water Challenge tell all your sponsors about it and start collecting their pledges.

#### Collecting Pledges

##### **Cash or Check?**

1. Have the Pledger make a check out to **Water Wells For Africa** and give it to you. Record their check number and make sure they sign by their name on the Pledge Confirmation Form
2. If they give you cash, record it and have them sign the Pledge Confirmation Form.
3. Mail everything you collect and a copy of your pledge sheet to our address below.

##### **Credit Card?**

Use our GoFundMe page! You can create your own page – just add a photo and a few words to explain why you're doing this. Then share that page's website address with everyone you know. You can copy and then paste the address (URL) into an email or any social media posts you create. Go to this site and click "JOIN": [www.wwfa.us/GoFundMe-walk](http://www.wwfa.us/GoFundMe-walk)

#### What you will need to Walk

- Wear tennis shoes, bright colors (or WWFA t-shirts), and a smile 😊!
- Talk to your host and make sure you know where and when to meet up.
- Remember to take a bucket to the challenge!

**WWW.WATERWELLSFORAFRICA.ORG | P.O. Box 635, Manhattan Beach, CA 90267 | 310.995.7079 | PARTICIPATE**



Thank you to you,  
your family, and your  
friends for caring  
about people  
who are so far away!  
They desperately  
need our help.

Together  
**WE WALK  
FOR WATER!**

# PLEDGE CONFIRMATION FORM



Dear Sponsor, all your information is **REQUIRED!**

WWFA will mail you a tax-deductable receipt at the year's end! Thank you -

1.	<b>NAME</b> _____	<b>PHONE</b> _____	<b>EMAIL</b> _____
	<b>ADDRESS</b> _____	<b>AMOUNT PLEDGED</b> _____	<b>CIRCLE:</b> CASH/CHECK
	Amount Recieved _____	Date Recieved _____	<i>Sponsor's Signature</i> _____
2.	<b>NAME</b> _____	<b>PHONE</b> _____	<b>EMAIL</b> _____
	<b>ADDRESS</b> _____	<b>AMOUNT PLEDGED</b> _____	<b>CIRCLE:</b> CASH/CHECK
	Amount Recieved _____	Date Recieved _____	<i>Sponsor's Signature</i> _____
3.	<b>NAME</b> _____	<b>PHONE</b> _____	<b>EMAIL</b> _____
	<b>ADDRESS</b> _____	<b>AMOUNT PLEDGED</b> _____	<b>CIRCLE:</b> CASH/CHECK
	Amount Recieved _____	Date Recieved _____	<i>Sponsor's Signature</i> _____
4.	<b>NAME</b> _____	<b>PHONE</b> _____	<b>EMAIL</b> _____
	<b>ADDRESS</b> _____	<b>AMOUNT PLEDGED</b> _____	<b>CIRCLE:</b> CASH/CHECK
	Amount Recieved _____	Date Recieved _____	<i>Sponsor's Signature</i> _____
5.	<b>NAME</b> _____	<b>PHONE</b> _____	<b>EMAIL</b> _____
	<b>ADDRESS</b> _____	<b>AMOUNT PLEDGED</b> _____	<b>CIRCLE:</b> CASH/CHECK
	Amount Recieved _____	Date Recieved _____	<i>Sponsor's Signature</i> _____
6.	<b>NAME</b> _____	<b>PHONE</b> _____	<b>EMAIL</b> _____
	<b>ADDRESS</b> _____	<b>AMOUNT PLEDGED</b> _____	<b>CIRCLE:</b> CASH/CHECK
	Amount Recieved _____	Date Recieved _____	<i>Sponsor's Signature</i> _____
7.	<b>NAME</b> _____	<b>PHONE</b> _____	<b>EMAIL</b> _____
	<b>ADDRESS</b> _____	<b>AMOUNT PLEDGED</b> _____	<b>CIRCLE:</b> CASH/CHECK
	Amount Recieved _____	Date Recieved _____	<i>Sponsor's Signature</i> _____
8.	<b>NAME</b> _____	<b>PHONE</b> _____	<b>EMAIL</b> _____
	<b>ADDRESS</b> _____	<b>AMOUNT PLEDGED</b> _____	<b>CIRCLE:</b> CASH/CHECK
	Amount Recieved _____	Date Recieved _____	<i>Sponsor's Signature</i> _____
9.	<b>NAME</b> _____	<b>PHONE</b> _____	<b>EMAIL</b> _____
	<b>ADDRESS</b> _____	<b>AMOUNT PLEDGED</b> _____	<b>CIRCLE:</b> CASH/CHECK
	Amount Recieved _____	Date Recieved _____	<i>Sponsor's Signature</i> _____

THIS FORM BELONGS TO:

Participant **NAME** \_\_\_\_\_ **PHONE** \_\_\_\_\_ **EMAIL** \_\_\_\_\_

\* NOTE TO PARTICIPANT: This form must be mailed to WWFA with (a) signatures for all pledges, and (b) all cash and checks recieved. This form allows you to inform and update sponsors. After the event, please make sure to email your sponsors a thank you message!