

Introduction

This is the 2007 edition of the WaterAid Campaigns Manual. It is designed to help you with your campaigning in the UK on behalf of the world's poorest people who lack water and sanitation. If you have any comments or suggestions on improving this resource don't hesitate to contact us but in the meantime we hope you find it useful.

First a brief reminder ...

What is WaterAid?

Safe water and sanitation are now recognised as human rights but one in eight people worldwide do not have access to water and 2.5 billion people are without sanitation. As a result around 5,000 children die every day from water-related diseases.

WaterAid works in 17 countries in Africa, Asia and the Pacific region, and to date has helped over 11 million people gain access to safe water and sanitation. WaterAid will continue to help the world's poorest people gain access to these basic needs through project work, and increasingly by influencing policy decisions.

Influencing others is crucial to WaterAid, enabling it to reach far more people than it could through its projects alone. In this way WaterAid generates waves of change far beyond the physical boundaries of its work.

Why does WaterAid campaign?

Campaigning is just one of the ways WaterAid influences change in government policy, in attitudes, in power relations or in the way organisations work. In all areas of its work WaterAid encourages local people to become involved and voice their concerns.

In the UK WaterAid relies on the public to raise awareness of the issues surrounding poor people's

lack of access to water and sanitation by supporting its campaigning activities. Remember one voice can be ignored, but if you put thousands of voices together, the message gets through loud and clear.

Campaigning really works and can be an extremely rewarding way to change the world.

What is a WaterAid campaigner?

WaterAid's campaigning efforts would mean little without its campaigners' active support. A WaterAid campaigner can mean anyone who takes five minutes to send an email or postcard on our behalf, or has more time to promote the campaign locally. Whatever the level of involvement, WaterAid campaigners make a real difference in the lives of poor people.

WaterAid keeps campaigners up to date and involved throughout the year by sending emails and/or newsletters with action alerts, ideas, campaigning tips and details of events.

Call the Campaigns Team anytime on 0845 6000 433 for further help and information.

Good luck and thank you for all your campaigning!

Frequently asked questions

1

What is WaterAid?

WaterAid is an international non governmental organisation dedicated exclusively to the provision of safe domestic water, sanitation and hygiene education to the world's poorest people. So far we have helped over 11 million people gain access to safe water through low-cost, sustainable projects using appropriate technology that can be managed by the community itself.

WaterAid also seeks to influence the policies of other key organisations, such as governments, to secure and protect the right of poor people to access safe, affordable water and sanitation services.

WaterAid works in 17 of the world's poorest countries in Africa, Asia and the Pacific region.

2

There are other countries which need water and sanitation too. Why doesn't WaterAid work there?

As the scale of the global water and sanitation problem is so vast and as we only have limited resources we are unable to reach everyone who needs support. Instead, WaterAid has chosen to focus its work in 17 countries (listed above) in the coming years so that it can make a significant and lasting contribution to those living without safe water and sanitation in each country.

We will then use the practical examples from our project work to demonstrate good practice through our global advocacy work where we aim to change policies and practices around the world that impact upon people's access to these basic needs.

3

What is WaterAid's position on the privatisation of water companies in the developing world?

WaterAid strongly believes that privatisation should not be imposed upon poor countries through aid conditions, trade rules or conditions for debt cancellation. Instead, national and local governments must manage and regulate water and sanitation services and ensure the accountability of the public, community or private organisations delivering them.

WaterAid believes there is not one single solution to ensuring everyone gains access to water and sanitation, so it is impossible to say in general terms whether it is a good idea for private, public or community organisations to be involved in the delivery and management of services.

Each circumstance should be looked at individually and a suitable pro-poor, affordable and sustainable solution found to fit each community.

4

As water is a human right, how does WaterAid use this to ensure water for all?

WaterAid lobbied to establish the right to water and is now working to help the world's poorest people achieve that right in the following ways:

- ◆ Helping its partner organisations in Africa and Asia to understand and promote the right to water to lobby their governments to allocate further resources to these basic services through our Citizens' Action project
- ◆ Defending the right to water with some governments which question whether there is sufficient mandate for water to be viewed as a right
- ◆ Working with a range of other rights organisations to develop learning and understanding about the right to water



If water and sanitation are so important, how much is being spent to resolve the problem?

To reach the Millennium Development Goals (MDGs) of halving the proportion of people without access to safe water or sanitation by 2015 some £16.25 billion needs to be spent annually.

However only £7.6 billion is currently spent annually which is why WaterAid is lobbying to double financing from all sources.

Correcting the present under-investment in the sector cannot be justified unless the financial waste which goes on is also eliminated. Therefore WaterAid not only lobbies for more aid but also for improvements in how and where it is spent.



How does WaterAid work?

WaterAid works through local partner organisations such as NGOs or government departments to help communities build and maintain water and sanitation projects, and to learn about good hygiene practices.

Each project is unique, but all have the following in common:

- ◆ Technologies are low-cost and suited to local conditions
- ◆ Water, sanitation and hygiene education are combined to ensure people gain the maximum health benefits
- ◆ WaterAid works with local partner organisations which are best placed to understand the communities' needs
- ◆ Local people are supported to plan, construct, manage and maintain their own projects

Working with partners and involving communities in all stages of the projects – from planning and construction, through to maintenance and management – encourages a sense of community ownership and responsibility. To ensure this is successful all projects also have training programmes running parallel with the construction work to ensure communities can maintain their projects long into the future.

Regular progress reports and evaluations are made, so that any problems can be rectified. WaterAid also supports local partners to carry out more project work by helping to develop their skills and building their capacity. We see this as a vital step in a country's development.

WaterAid also uses its experience, research and good practice to influence district and national governments and international organisations on water and sanitation issues. This work is changing government policies and practices that impact upon the lives of millions of people around the world, helping more of the world's poorest people gain access to life's most basic needs – safe water and sanitation.



Why water, sanitation and hygiene education?

Water and sanitation are human rights, vital to reducing poverty around the world. Together with good hygiene these essential services are the building blocks for all other development – improving health, education and people's livelihoods.

WaterAid committed to working towards the Millennium Development Goals with its partners to halve the proportions of people living in poverty around the world by 2015. If the specific targets relating to water and sanitation are missed it will not be possible to reach many of the other goals either. Improvements in water and sanitation reduce illness and deaths and free up time spent collecting water or incapacitated through sickness for education and other economic and social development.



Does WaterAid carry out emergency work?

WaterAid is principally a development agency, working with communities on longterm solutions to water and sanitation problems. However, in the places where we work, we endeavour to respond to natural disasters and other emergencies where we can make a useful contribution, especially in protecting or restoring vital water and sanitation services for poor people.



How is WaterAid governed?

WaterAid is governed by a board of trustees who are elected annually by WaterAid's members (currently 60 people from professional bodies and the water industry). The trustees are unpaid volunteers – who are responsible for ensuring that the charity is well managed and abides by its charitable aims. Our Chief Executive, who is responsible for all of the different teams within WaterAid, reports to the Chairman of the Trustees. Trustees of all charities are bound to a duty to ensure that the charity keeps proper books and records and that annual accounts are prepared. It is also the Trustees' responsibility to formally approve the charity's annual report and accounts.

Publicity tips

Getting publicity for the campaigning activities that you do for WaterAid around the country can make a real difference in achieving WaterAid's campaign aims and objectives. The more publicity there is, the louder our voice will be and the greater the possibility of generating change in poor people's lives. The best way to create publicity is by taking action or running an event in your local area and telling your local media as they are always interested to hear about local stories involving local people.

Below are some tips to help you get some publicity for any event you are running or an action you are taking on behalf of WaterAid campaigns. We hope it is useful and that you are able to share with us any press coverage you do get or any new ideas you have.

Please remember, if you have any questions at any stage of the process please do not hesitate to contact the **Campaigns Team** on 0845 6000 433 or the **Press Office** on **020 7793 4793**.

Before your event/action

1

Make a list of the newsdesk contact details (telephone and email or fax/postal address) of your local newspapers and radio stations and, in the case of TV news programmes, the forward planning newsdesk. It is always best if you can get a named contact such as the current news editor or the forward planner. These are the people responsible for deciding which stories are going to be covered by the local news programmes.

If you have any problems getting hold of these contacts, contact the **Press Office** on **020 7793 4793** as soon as possible.

2

Write your press/news release

The most important thing about press releases is to think about your audience. The journalist's job is to sift through information to get to an interesting story, so the most important thing is to get to the point of the story across straight away.

- Make sure the most important information is in the first line of the release: including the date, time and place of the event/action
- Make sure that a definition of WaterAid (WaterAid provides safe water and toilets to some of the world's poorest people) and the campaign call is mentioned early in the release
- Think short and sweet: if possible keep your press release on one side of A4. Reams of information are really off-putting to a journalist
- Use double-spacing between lines so the release can be read at a glance
- Don't use words of three syllables or more if you can help it – try to stick to one or two syllable words
- Try to think of a catchy headline that the journalist might be able to copy straight into the paper
- Don't forget to add contact details for further information
- If you have a spokesperson, add a quote from them in the release and if possible make sure they will be available to talk to journalists at your event
- Make sure the contact is available to respond to calls straightaway – journalists will rarely hang around to speak to you – they will simply move onto the next story

- Before sending the release it is worth finding out the name of the most appropriate journalist to send it to
- And make sure you follow up the release with a phone call to make sure they got it



Sending press/news releases

When targeting the local media, a good general rule is to send out your news releases one or two weeks in advance of the event/action if you can. This gives time for weekly newspapers/radio stations to book in some space for you.

At each stage send your release to:

- Local newspapers (fax or email to the news desk – if you can, find out the name of your local contact)
- Local radio station (BBC radio stations can be found via www.bbc.co.uk/whereilive website)
- Your local area's website (... if there is one! A good place to start is on www.myvillage.co.uk)

Follow up any faxed or emailed news releases with a phone call. This is to see if the recipient:

- Has seen the news release (you'll be amazed how many haven't) and therefore whether you need to send it again
- Is interested in the event/action
- Would like more information. Direct them to the WaterAid website (www.wateraid.org)



At the event

- It's always a good idea for you to wear a WaterAid t-shirt (for photos and the extra bit of publicity!)
- Identify your spokesperson. Make sure this person is well-briefed on your event/action and its aims so that they can give an informed interview to the media. Try to quote this person in your press release
- Make sure you have good photos of the event/action at hand (preferably electronic – as these are easily emailed to the local journalist – these need to be high resolution so that the papers can print them)
- Try to get a good photographer to the event/action. You can't always rely on the press turning up!
- Don't be despondent if your local media doesn't turn up to your event – they are all under a lot of pressure time wise. It's best to send out any post-event release within one or two days, so that it doesn't become 'old news'. This should include sending them a picture if they haven't received one already



After the event

Keep a list of all the media contacts you made during the event/action, so that next time you can personalise your press releases and build up an address book of people who can help.

We will be here to advise all campaigners. If you have a PR/media query please don't hesitate to email pressoffice@wateraid.org or call **020 7793 4793**.

For other general tips go to WaterAid's website on www.wateraid.org and visit the publicity tips in the Get Involved Section.

Please note: For a radio or TV interview please contact the **Press Office** for advice and tips in advance.

WaterAid campaign groups

Why campaign for WaterAid in a group?

Our campaigning efforts would mean little without our campaigners' active support. One way we ask people to help is by taking five minutes to send an email or postcard, but, if people have enough time they are able to promote the campaign locally by running events and contacting the media or even visiting their MP. One of the best ways of achieving these goals is by working together with others and forming a group. In this way WaterAid's campaigns can often have more impact and you can have more fun.

How to start up a group

Starting a group is easy, you just need some passion and clarity about what you want to achieve and the rest will follow!

- 1 Promote the first meeting to everyone and anyone you know. The best way to tell people is face-to-face but emails and posters around your local community can also be just as effective (ensure you give clear contact details). You could even tell the local press.
- 2 Contact WaterAid to get any resources you may need and to link up with WaterAid staff or volunteers near you.
- 3 Book a venue and get some refreshments.
- 4 Set a rough agenda of what you would like to see happen at your first meeting.

How to work effectively as a group

It's important to choose a group leader who can coordinate meetings and keep things going. This should be someone that you respect and feel comfortable approaching with your ideas and problems if and when they arise. This group leader will also be the main contact with WaterAid's Campaigns Team.

- It's important to **have regular planning meetings** to keep interest and momentum going. Decide on how often and when most people are available at your first meeting. This allows the whole group to feel a part of the decision process right from the beginning and will mean they're more likely to stick with it and feel responsible for the groups' success
- It's probably best at **the first meeting** to get the roles of the group decided and divide up tasks and responsibilities: for example a person working as media link in the region to raise the media awareness and someone to compile a list of MPs in the region for the group to ensure that as many MPs as possible are lobbied regularly. Other roles can be given as and when activities are planned. Spreading the workload means everyone will feel responsible and allows for the development of members' skills
- The **importance of regular meetings** cannot be overstated! Develop a standard yet flexible format for meetings
- **Set a clear agenda for each meeting** and take minutes. These can outline actions and tasks that have been assigned to members. These minutes can then be reviewed at the next meeting to assess progress. Rotate the responsibility of chair and minute taker
- Make the meeting **informal and sociable**. People are members of groups for lots of different reasons but few will stick with it if they feel threatened by formality or overburdened by responsibility
- **Review regularly** and agree input from everyone on the direction of the group
- **Organise an event** (big or small) that can make a difference (see take action section for details). By planning events regularly (but not too often that it becomes a burden) you can really keep your group going

- It's good to think about compiling a **diary of events** in your region or town and decide on the campaigning potential there. Ask the Campaigns Team if you are unsure
- **Undertake campaign actions** requested by WaterAid through the Campaigns newsletter, action alerts and telephone calls or emails. These are likely to include lobbying your MP, recruiting new campaigners and encouraging others to support the campaign aims at events (by signing petitions or sending postcards for example)
- You will need to think about how you would **recruit new members** to the group, ensuring that they will be active and committed and would work well within the group
- **Keep in touch.** It's important that your group has good communication systems. Ask members of your group how they would prefer to be contacted. Emails are good for group communications like sharing minutes and agendas of meetings. Phones are more useful if you want to make decisions or to recruit volunteers for something

Activities you can do as a group

It's important to keep things fresh and fun for your groups without losing sight of your overall objectives of campaigning for water and toilets for all! Here are some tips:

- Learn more about WaterAid's issues and the current campaign
- Watch a video to stimulate a discussion about a particular issue related to the campaign
- Write a letter to your MP or go to a national event related to the campaign
- Do a talk locally and hold a discussion afterwards. (This is a good way to get more people involved in your group)
- Organise an event (see take action section)
- Organise a social trip or simply have a party

What role can the Group Leader play?

The Group Leader can take on a variety of roles. They can:

- Ensure that the Campaigns Team have up-to-date contact details of active campaigners in your region
- Update the Campaigns Team and provide information for our website on the activities going on in your area to share with other groups and campaigners across the country
- As the group leader you will be asked to attend the Water Company committee meetings for your area when they are held. This is to ensure continued links with the regional fundraising activities going on and to keep the group informed of what you are getting up to in your area. Many of these groups have been run successfully for many years and we can learn a lot from them and potentially link together promoting WaterAid to a wider audience
- Motivate and energise your group into taking actions
- When planning any activity or event ensure you have all the permissions you may need and that your group is aware of who is doing what, where, when and how
- Keeping open channels of communication and develop contacts with local people
- Make sure all group members feel happy with the way the group works and that they have a clear role within it. People's feelings are important and can determine how effective your group is
- Make time to recognise the effort and commitment people put in, including your own!

What you can expect from WaterAid Campaigns Team

- A regular contact person to provide supervision and support to enable you to carry out your activities
- Support from our Regional Development Departments in your area (the Campaigns Officer can update you specifically on how this will work for your region as each one has different levels of capacity in terms of time, space and human resources)
- Information on WaterAid's staff parliamentary lobbying and campaigns strategy that can feed in to your groups' own plans
- Provide campaign materials – we have a variety of campaigning materials and merchandise which we encourage you to use for your campaigning activities. Please ask the Campaigns Team for advice on what you may need and quantities as and when

Take action

If you feel strongly about an issue then why not get out and tell other people, recruit new campaigners and persuade others to support the campaign and take action? Here are some ideas on how to take action:

Attend an event

A good way to get support is by setting up a stand at an event – this can be an existing event or you could organise your own. For your first attempt you may want to attend an existing one to have a look around and get the feel of things.

Research what is happening in your area over the next few months or year. Is there a church fete or school sports day? A car-boot, a community fair, a bring and buy sale or a festival that you could be part of?

Once you have decided on a suitable event contact the organisers to arrange for a WaterAid presence at the event. Can you have an information stall? Is there a fee involved? Can you get a mention in their publicity or do you want to organise your own? If you want to do your own publicity please see our publicity tips.

If you are attending an event please let WaterAid's Campaigns Team know in advance and don't forget to contact them at any time for help.

Organising your own event

If you want to arrange your own event then there are a range of things you can do from standing outside your local supermarket asking members of the public for support, setting up an information stall at the train station or cinema or organising members of your local youth club to make something that highlights water issues like a massive papier-mâché tap – no idea is unachievable!

Why not contact local groups which may want to be part of your event, everyone from Guides and Brownies to Choirs, students and Rotarians? Collaboration is exciting and can lead to lasting relationships. WaterAid has longstanding relationships with many groups across the country, so get in touch with us first and we can help make suggestions in your area.

Every event will need permission and approval in advance. Depending on where you want to hold your event you will need to ask your boss, the council or manager of the company or site you will be using. Often it will take quite a long time for permission to be granted so do try and get in touch as early as possible.

WaterAid will be there every step of the way with advice, tips and resources.

Advertise the campaign

Why not make a splash at work by using your staff notice board or newsletter? Find out if you can set up an area in your work reception or canteen. Try and use any opportunity to help WaterAid's campaigns. You can also put up a poster in libraries, community centres, bookshops or cafes.



In July 2005 over 100 WaterAid supporters from around the country joined the 250,000 strong crowd at the Make Poverty History rally in Edinburgh

Before your event think through the following:

- What do you want to do?
- Who do you want to reach?
- How are you going to do it?
- Where are you going to say it?
- Is anyone else doing it?
- Does anyone else want to say it? There could be many people who could help you.

Then,

- Leave plenty of time to organise your event, especially the first one, it may take longer than you think!

If you want to try and gain some publicity for the event please see our publicity tips.

What we can offer you?

WaterAid has a wealth of skills and experience it can offer to help you. We can provide you with campaign posters, information and statistics about where we work and about water and sanitation issues. We have a range of publications and information that you can use from basic water facts to in-depth reports on education, poverty reduction, sanitation and government policy and funding.

By keeping in constant contact with us we can not only help you, but it also means we can inspire others by what you've done. And if you have ideas that you would like to try out but need a hand with we can put you in touch with other campaigners in your area who may be able to help.

WaterAid campaigners from Scotland wrapped local MPs Mark Ballard and Robin Harper in white toilet roll outside the Scottish Parliament.



Contact the **Campaigns Team** on **0845 6000 433** if you have any queries.

Contacting celebrities

If you decide to contact a celebrity to help promote your event/action we would appreciate it if you could let our **Press Office** know so we can make sure we aren't inundating the same people with conflicting requests [email pressoffice@wateraid.org or call on **020 7793 4793**].

Here are some tips on choosing who to contact and how to contact them:

Location

If it is convenient for your star to get there they are more likely to help (eg if they live/work nearby and it doesn't require a huge amount of time/effort they are more likely to come).

Timing

Try to go for celebrities that have something current to promote (eg a forthcoming theatre performance in the area).

Fun/interest

They are much more likely to go for something they enjoy and show an interest in.

Specifics

Be very clear about the role you are asking them to play and why – there is nothing worse than being invited along to an event and feeling uncomfortable because you don't know what is expected of you or you're hanging around waiting for something to happen.

Send personalised letters if possible

You increase the chances of success slightly if you personalise your letters as much as possible.

Tone

In general try to make letters respectable but not overly formal – not many people want to get involved with something that sounds stuffy. However, alter the tone slightly to chime in with the image of your celebrity. But, avoid jokes unless you are absolutely sure they will hit the mark.

Include some information about WaterAid, but not too much

Include a couple of leaflets eg What is WaterAid and Women and WaterAid /Children and WaterAid (for more advice contact the Campaigns Team)

Aftercare

Send a thank you card/letter afterwards and see if they want to be kept in touch with WaterAid (ie receive our magazine Oasis/Campaigns news etc – and we can put them on a mailing list).

Remember, we're all here to help so if you have any queries please contact our **Press Office** (details above) or our **Campaigns Team** on **020 7793 4523** or campaigns@wateraid.org

Speaking out ... for WaterAid campaigns

Getting out and telling people about WaterAid, and our campaigns, is an invaluable way to take the message further. As an active campaigner a key way of getting your message across is by communicating your message face to face with groups of people. This could be to schools, local community groups, church meetings or workshops but whatever the audience the aim is the same – to inspire them to get involved too.

Becoming an active and confident speaker on behalf of WaterAid will not only allow us to achieve our vision sooner by engaging more support but will also develop your speaking skills and techniques. With this in mind we've put together some brief notes on how to best prepare for a presentation on our campaigning work.

If you would like to get more actively involved speaking regularly on WaterAid's work then please contact us on **0845 6000 433**.

Preparation is the foundation of a successful talk

Allow adequate time to prepare your talk so that you know your subject and know your audience. If you are well prepared you will also be more confident and less nervous.

How to prepare for a talk?

“Tell them what you're going to tell them, tell them, and then tell them what you've told them.” Winston Churchill perfectly summed up how best to structure a presentation.

Ask yourself: who, why, when, how, where?

Who?

To ensure your talk is relevant and interesting you need to consider your audience.

Some useful questions to ask about your audience are:

- What is their knowledge of WaterAid?
- What are their interests?
- Are they predominantly male/female?
- How many people are you speaking to?
- How old are they?

Why?

What do you want your audience to think and do after your talk? In other words, what are your objectives?

For example, if you want them to take a campaign action focus your talk on:

- What needs to change?
- Why their action will make a difference
- How fun and easy it can be

Decide on your key messages

There are many things you could say about WaterAid and the current campaign issues that we're working on. If you try to say too much however you will simply overload your audience with information. Decide on three or four key messages and concentrate your presentation on these. (*Your Group Leader should be able to help you with campaign message preparation*).

When?

- What time do you need to arrive? (Give yourself plenty of time to set up equipment)
- How long do they want you to talk for? (Keep to this timeframe but be prepared for last minute changes)
- What else will be happening at the same event?
- Will there be other speakers?

How will you do your talk?

- What visual aids will you use?
- What literature will you take to hand out? For example WaterAid campaigns news, Campaign with WaterAid leaflets, the latest petition or postcard action
- What will you wear? Wearing the right clothes for the right occasion is important for your confidence so decide what's right for your audience and the venue

Where will it be?

Find out if you will be talking in a large draughty hall, a community centre or in the back of a canteen. Is there parking? How long will it take you to get there?

Structuring your talk

Structuring your talk will make preparation easier and will make your talk better. Be clear and stick to the point, make sure you get your message across. So, ensure you have:

1 A beginning

- Introduce yourself
- Tell them what to expect. ie how long you will talk for, what you'll talk about, what visual aids you will use, when they can ask questions

2 A middle

- Talk through each of the key points and illustrate them with examples

3 An end

- Summarise the key points
- Call to action

Rehearse

You will find that rehearsing, even on your own in an empty room, is really good to help you familiarise yourself with your material. It will also help you to:

- 1 Judge the timing
- 2 Get used to the sound of your own voice.
- 3 Build confidence – once you've practised, you'll know you can do it!

Giving life to a presentation

Here are six key tips to making your talks a big hit! These tips are not rules and they do not all suit everyone or all occasions – just use and practise the ones you feel comfortable with.

- Be animated – smile and animate your voice and body
- Keep your message simple and clear
- Don't say too much
- Illustrate what you say with examples
- Use humour
- Use props and visual aids to illustrate points
- Involve your audience

Tips on how to reduce your nerves!

Breathing

During your talk try to control your breathing – keep it slow and steady. For some people this is the key to nerve control.

Smile

Find a friendly face and smile at it. A smile back can really help to put you at ease.

Try to appear welcoming; this will relax you and your audience.

Eye contact

Maintain and share your eye contact throughout your talk – looking at different people around the room. It really helps you to appear confident.

Wait

Take your time and don't start until you are ready. Make an effort to pause from time to time – pauses are effective and can help you relax.

Reassure yourself

By whatever mantra, prayer or incantation that helps you.

Prepare

Above all come prepared! Good preparation really is the foundation to nerve control and confidence.

Resources

WaterAid has many resources to help you with your talk. Just get in touch for videos, slide shows, ready made powerpoint presentations and the latest updates from WaterAid. Don't forget to check out our website www.wateraid.org/campaigns for more details.

Additional training

WaterAid is fortunate to have a network of volunteer speaker who give talks on behalf of WaterAid to a range of groups. Speakers play an important role in raising awareness of our work and offer the opportunity for local groups and individuals to become more involved with our fundraising and campaigning.

To help, WaterAid can provide campaigners with free, one day training courses that will give you added confidence to spread WaterAid's vision and generate extra support.

If you are interested in becoming a speaker or would like more information please contact us on **0845 6000 433** or email **campaigns@wateraid.org**

“I can honestly say that for each talk I have delivered, I have been inspired by the interest, enthusiasm and support. The slides are particularly useful as ‘one picture is worth a thousand words’.”

Phil Renton, WaterAid volunteer speaker in the Thames region.