



Sing for Water toolkit

This toolkit includes:

- ✦ Ways to Sing for Water
- ✦ Event planning tips
- ✦ Promoting your Sing for Water
- ✦ Fundraising ideas (including handling cash and paying in donations)
- ✦ Sing for Water event registration form

For support and advice when planning your Sing for Water event please call Victoria Rouse at WaterAid on **020 7793 2249** or email **singforwater@wateraid.org**.

Ways to Sing for Water

Most choirs raise funds through concert performances in halls, churches, town centres, at outdoor festivals or through busking. Singers collect money using sponsorship forms, sell tickets or arrange a public collection. Sing for Water events can include just a few singers or several choirs coming together.

Performing at a festival in your local area is a great way to get a bigger audience and you can also benefit from using staging and a sound system if needed.

You don't have to be part of a choir or group to hold a Sing for Water event. How about arranging a Karaoke evening, a singing competition, a sing-a-long or even a singing marathon?

Music

From world music to Handel to pop – it's up to you what you sing at your event. If you would like to include a song from Ghana, where some of the money raised is going, you are welcome to sing *Kyiame*, a traditional song collected by Pauline Down. It can be downloaded at **www.singforwater.org/resources**.

Permissions for songs

If any of the songs being sung have been composed or arranged by people who have not been dead 70 years you may need to contact the Performing Rights Society (PRS). They collect royalties for composers and arrangers. Traditional songs are exempt from copyright where the composer is unknown. If you are performing in a PRS licensed venue you don't need to do anything but if not, you will need to provide a list of the songs being performed.

Contact PRS on 0800 068 4828 for advice and concert forms.

Event planning tips

Sing for Water Ambassadors

Sing for Water Ambassadors can help give you support and advice while setting up an event. The Ambassadors are all people in the UK who have set up Sing for Water events, big or small, in a variety of settings. To be put in contact with an Ambassador call **020 7793 2249**.

Committee

You may want to consider setting up a committee to spread the workload.

Costs

There may be costs for your Sing for Water event. Try to keep them to a minimum, for example, can you perform somewhere that needs no sound system?

You may want to raise funds to cover your costs by selling cakes on the day or through an auction of promises or raffle. If you need to use some of the money from tickets sales to cover your costs then you must make it clear that: 'proceeds from the event will go to WaterAid.'

Bank account

It is good practice to keep a note of all income and expenditure, for your own accountability and also for evaluating the success of an event. You may want to set up a bank account. This ensures a good level of transparency and helps to reaffirm supporters' confidence in you. Please note it is best to ensure that you have two signatories and do avoid naming your bank account 'WaterAid' or simply 'Sing for Water.' For example, you could call it 'Sing for Water Birmingham' – according to where you are based – or 'Sing for Water' followed by the name of your choir.

Insurance

If you have to arrange your own event insurance, we recommend you join the National Federation of Music Societies (Making Music) which has a block insurance scheme (and can make arrangements for paying PRS fees). Go to www.makingmusic.org.uk for advice.

License

You will need permission and a license to collect funds on the street or in a public place. Contact your local authority well in advance of the event as the licenses can take some time to process. They may ask you for an official letter from WaterAid which we can provide.

How to set up a Sing for Water involving several choirs

In this model the musical director chooses the songs, sends out teaching CDs and scores to choirs and there is one rehearsal with everyone in the performance venue on the day of the concert. Feel free to adapt the model to suit you or create your own.

1. Choose an indoor or outdoor venue and a performance date. If you have chosen to perform outdoors and can find a venue with natural acoustics, such as an amphitheatre, then you will save on the cost of sound equipment.

Tip – if you are planning a big Sing for Water performance (as part of a festival or public event in your area) and there is no funding from the organisers you could ask singers to pay a registration fee to take part. This can be used to cover your costs, eg producing the teaching CD.

2. Several months in advance of the performance date, invite choir leaders in the area to take part. You may also want to set up some scratch choirs for it. If they don't live too far away, invite the choir leaders to a workshop to take them through the songs and talk about the fundraising aspect. That will make their job easier and create a community of leaders before the event. Explain clearly that everyone needs to know the music by heart as we sing so much better together than – especially when there is only one rehearsal with everyone. If you are doing a large classical work then of course you will want to use scores.
3. Choose five or six songs to be learnt by all the choirs and prepare the scores to send out. Suit your material to your choirs – the songs need to be good material for community choirs if they are the people coming. Record a teaching CD with all the parts individually sung as well as the whole song with all the voices together. It doesn't need to be top quality as it is for teaching purposes. Some choir leaders have chosen songs with water themes but what you sing is a free choice. The CDs and the scores need to have the same version of the song to avoid confusion.
4. Make a detailed sheet of notes to accurately explain how you want the songs to be sung, who starts, how they get their notes, how many repeats of songs, translations etc – so that all choir leaders can arrive singing the same version of the song. Consider starting with a solo voice so that the choir doesn't have to be given starting notes in public, they can just take their note from the soloist.
5. Send the choir leaders the teaching pack a few months before the event. Consider charging people £5 or £10 for the pack and using that money to pay for the event costs. People tend to commit more to the project when they pay something towards it.
6. Include information on WaterAid and sponsorship forms in the teaching pack.

You can request resources from WaterAid by calling **020 7793 2249** or emailing **singforwater@wateraid.org**. Sending the sponsorship forms and the music at the same time ensures the singers connect the importance of fundraising with the singing and can collect sponsorship during their rehearsal period.

Tip – appoint one or two people in your choir as Sing for Water Sponsorship Champions. They can support everyone in gathering sponsorship money.

- 7.** To fill out the length of the concert you can invite soloists or small groups to perform so that there is a mix of smaller and larger groups singing or invite each choir to perform one spot of their own.
- 8.** Tell people about your event. Advertise the event locally (see next section for ideas) and let WaterAid know the details. It may be possible to have a WaterAid stand at your event which will boost donations from the public and raise awareness of the charity's work.
- 9.** If the choirs live near enough organise a couple of rehearsals altogether before the concert date on a different weekend. If choirs are coming from a wide region you will need to organise one rehearsal the day before and can ask local choir members to house people staying the night. Not everyone may be able to attend this rehearsal but it will help enormously to have a big group together before the big day.
- 10.** For information and advice on the legal and health and safety guidelines please contact WaterAid on **020 7793 2249**.
- 11.** Ask a friend to record the concert. The proceeds of the sale of CDs or DVDs could help raise further funds for WaterAid's work in Ghana and Malawi.
- 12.** Gather feedback from the choir leaders about what worked and any ideas for improvement and feed this back to WaterAid. All new ideas about how to develop the project are welcome.

Ways to promote your Sing for Water

It's up to you how you encourage people to come to your event. Word of mouth is a great way and you can also use WaterAid's resources to tell people about your Sing for Water.

Logo

Request the Sing for Water and WaterAid logos and images of WaterAid's work to use on your publicity materials by emailing singforwater@wateraid.org.

Posters

It's quick and easy to create a customised poster to promote your event. Download our poster www.singforwater.org/resources. Consider setting up a new email address specifically for your event which you can add to the poster.

You can advertise your event in libraries, museums, music venues, music shops, theatres, community centres, shops (especially charity, Fair Trade and wholefood shops), churches, Tourist Information Centres, universities and colleges, Adult Education centres and with volunteering organisations.

Tip – when printing posters or leaflets try approaching a local printing company and asking them to do it free of charge if you allow them to add their logo.

Online

Add details of your event to the Sing for Water website by emailing information to singforwater@wateraid.org. Include your contact details for people who want to find out more about taking part.

Cloth banner

A large banner suitable for outdoor or indoor events is available. Email singforwater@wateraid.org to request.

Press coverage

Use our simple press release template to help you contact local radio and newspapers. Download the press release form at www.singforwater.org/resources and fill in details of your event. Send the release to your local media a couple of weeks before your Sing for Water. Send another release and photos after the event to announce how much was raised.

Tip – get in touch with WaterAid to find out if they have a volunteer Local Media Coordinator (LMC) near you who can help you gain publicity. Call **020 7793 2249** to find out more.

Important note – for large scale public events please include the Thames Festival logo and this credit on your publicity materials and press releases:

Sing for Water was initiated by composer Helen Chadwick as a project to raise money for WaterAid at the Mayor's Thames Festival.

Please contact WaterAid for the Thames Festival logo to include on your materials.

Fundraising

WaterAid are always happy to give advice so please get in touch by calling **020 7793 2249** or emailing singforwater@wateraid.org.

Sponsorship forms

You can raise a lot more money if your singers use sponsorship forms. Encourage singers to carry their forms with them at all times and ask everyone they meet. Appoint Sing for Water Sponsorship Champions – one or two people in the choir who can support everyone to gather sponsorship money. It may be helpful to set a minimum fundraising target for each singer, for example £40, but some people will raise several hundred pounds so don't let the target put people off collecting more.

Gift Aid

Turn £1 into £1.25 without spending an extra penny! Encourage all UK tax-payers to complete the Gift Aid section on your sponsor form and WaterAid will receive an extra 25p for every £1 donated.

Online

Go to www.justgiving.com for a quick and easy way to raise funds. Follow the simple instructions to set up a personalised sponsorship page for your Sing for Water. Email the link to family, friends and colleagues and watch the donations add up. An automatic thank you will be sent to everyone who donates.

Public collections

Encourage your audience to donate loose change with collection buckets at your performance. You can also accept debit card donations during the collection by using official forms from WaterAid. Donations made by cheque should be payable to WaterAid (Sing for Water). Official bucket stickers and seals are available for security.

Please note that you will need a license to hold a public collection (see event planning tips).

Tip – consider recruiting volunteers to help you collect funds by advertising on volunteering websites in your area or contacting Rotary Clubs, youth groups and local universities. You may wish to ask for references from your volunteers as they will be handling cash and it's a good idea to have a committee or choir member responsible for the collection on the day.

Merchandise

Selling a CD or DVD recording of the concert after the event to singers and the public is another great way to raise funds.

WaterAid speakers

Invite a WaterAid volunteer speaker to a rehearsal to motivate singers to fundraise or to speak at a performance and encourage donations from the audience. Download a speaker request form at www.singforwater.org/resrouces.

Handling cash

Cash should be kept and counted in a secure and safe environment. Any money collected should be handled, counted and recorded by at least two people wherever possible. If you receive CAF cheques (these are from the Charities Aid Foundation and are a tax effective way of giving), they can be included in your group's fundraising records.

Paying in donations

When paying in your donation to WaterAid please include your name and address and details of your Sing for Water event, including where it took place and the names of the choirs involved and ask all your singers to do this too. This enables us to thank everyone and feedback accurately how much has been raised by your event.

If you have collected cash via sponsorship or at your event please bank this and send the donation to WaterAid via cheque or bank transfer. Call **020 7793 2249** to arrange a bank transfer.

Cheques

Should be made payable to WaterAid (Sing for Water) and sent to:
WaterAid, 47-49 Durham Street, London SE11 5JD.

Sing for Water event registration form

Use the event form on the next page to let WaterAid know you are planning a Sing for Water. They will then feature it on the website. WaterAid will love to hear from you no matter how big or small your event is!



www.singforwater.org

singforwater@wateraid.org

WaterAid registered charity numbers 288701 (England and Wales) and SC039479 (Scotland)

Sign up to Sing for Water

- I am interested in organising a Sing for Water. Please contact me with more information.
- I am organising a Sing for Water event. My details are below.
- I would like to hear about Sing for Water events and receive WaterAid's regular e-newsletter. (Please add your email address below)

Please send me the following resources (state quantities):

- Sponsor forms
- Additional copies of this leaflet
- Guide to setting up a Sing for Water
- Poster template for promoting your event

Title:Initial/name:

Surname:

Supporter number (if known):

Choir/group name (if applicable):

Location of event: Date:

Contact address:.....

.....

.....Postcode:

Home/work/mobile telephone (please specify):

Email:

Please return this form to:

**WaterAid, FREEPOST RLZG-YTUU-TUER, Sing for Water, 47-49 Durham Street,
London SE11 5JD**



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