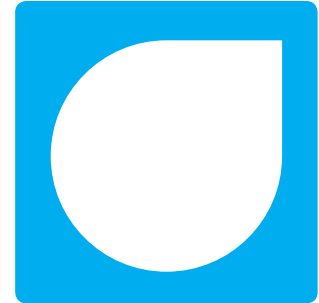


World Water Day

Thursday 22 March 2018

Fundraising toolkit



Today, one in nine people around the world don't have clean water close to home. Join us this World Water Day, and together we can change lives for good with water and toilets.

What's the story?

World Water Day is a global day of action, and a chance to come together to raise awareness of the water, sanitation and hygiene crisis.

At WaterAid we know that when a community gets clean water for the first time, it creates a powerful ripple, saving lives and improving people's health, education and livelihoods.

Access to water and toilets can transform communities, like those living in the Gulni tea estates in Bangladesh where 18 year-old Ritu works as a tea-picker. Tea-pickers are one of the most marginalised people in Bangladeshi society, with a history of working long hours for little pay, with scarce access to water and sanitation.

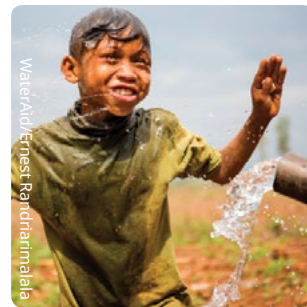
Everything changed for Ritu and her community when WaterAid worked with a local partner to deliver water technologies. Now they are able to unlock their potential, break free from poverty and change their lives for good.



Are you ready to make a difference for women like Ritu? This World Water Day, we want you to take action for the 844 million people worldwide living without access to clean water. Check out our ideas below on how you can make an impact and go #Blue4Water.

Fundraising ideas

Here are our top ideas for taking action this World Water Day. Whether you've got 5 minutes to spare or want to dedicate a whole day, we have ways you can get involved on your own, with family and friends, or at work.



10
mins

Get noisy! Use our example tweet to make some noise. 9 out of 10 people worldwide now have clean water. I'm helping @WaterAidUK reach the 1 in 10 who don't by going #Blue4Water www.wateraid.org. Share it alongside a photo of yourself in a blue t shirt or against a blue backdrop on Twitter, Facebook or Instagram.

30
mins

Get collecting! Hold a collection in your office or place of work to raise a few bob. Simply ask for a few of our **collection tins** and place them in the kitchen and in the toilets, to remind people of how lucky they are to have water on tap. You can also download our **template sign** to help explain what you're collecting for.

01
hour

Get dressed up! Go #Blue4Water this World Water Day. Get your friends and family involved by dressing head to toe in blue, and ask them to make a small donation for taking part. Don't forget to share your photos on social media as well using the #Blue4Water hashtag, and if you've set up a **JustGiving page**, make sure you share that too.

03
hours

Get baking! Grab your apron and bake up a storm. Hold a cake sale at work, school or out in your community. Try to make it water themed if you can! **Ask us** for some of our branded cake toppers to give your creations a WaterAid flourish, and remember to share your beautiful creations on social media using the #Blue4Water hashtag.

06
hours

Get walking! Organise a sponsored walk to raise funds and draw attention to the fact that every day, millions of women and girls have to walk for miles to collect water. Why not do it along a local river to keep it water themed, or do it dressed head to toe in blue? You can use our **sponsorship forms** to collect donations.

Whether you're going to generate change with your voice, your feet or your awesome baking skills, there are a few things we'd recommend to make sure everything goes smoothly.



When, where and how. Decide where your event will take place, what time it'll happen, and make sure you have the necessary permissions. You also need to make sure it's safe! Check out our safe and legal guidelines [here](#).



Assemble your crew. Fundraising is so much easier when you've got support, so recruit some friends to help you. Whether it's someone to bake cakes, plan the route or help you get the word out there, you'll appreciate the support.



Get branded. Have a look at our **downloadable resources** or pop us an email at events@wateraid.org to order your WaterAid t-shirt, balloons, banners and other goodies.

Paying in your fundraising. If you're feeling digital, set up your World Water Day event on **JustGiving** and ask friends and family to donate on there. If you're collecting cash, use our **paying in form** to pay it in.

Keep in touch. We'd love to hear what you've got planned, so do get in touch on **0207 7793 4594** or email events@wateraid.org. We're also on hand if you want to order any resources for your big day, or if you want any help planning your event.



WaterAid/Mani Karmacharya



Don't forget to let us know what you're doing to go **#Blue4Water** this **#WorldWaterDay** by tagging **@WaterAidUK**.

Thank you so much for making a difference this World Water Day! Together we will make clean water, decent toilets and good hygiene a normal part of daily life for everyone, everywhere.