

Give it up for taps and toilets

Your fundraising toolkit



Looking for a challenge? Turn your self sacrifice into a fundraising frenzy!

Whether it's something you love, a bad habit or gifts on your big day, give it up for WaterAid and ask your friends and family to sponsor you.

What can't you live without?

Decide what you're going to give up and how long you're going to do it for. Whether you're giving up beer for a year, or giving up chocolate for a month, remember that it needs to be enough of a challenge for people to sponsor you. The joy of this idea is it takes minimal organisation, just bucket loads of willpower!

Donate your big day

Don't fancy giving up tea or Keeping up with the Kardashians, but have a big celebration coming up? Why not give up your birthday, wedding or another notable life event, and ask for donations to WaterAid instead of gifts. If you're having a party to celebrate, we can send you some WaterAid resources to jazz up the place. Get in touch at events@wateraid.org and we can arrange to send you WaterAid balloons, bunting and leaflets.

Tell the world

Let everyone know about your awesome challenge, and tell them how they can support you. Set up a [JustGiving fundraising page](#), and check out [our guide](#) on making the most of your online page. Send your page around to family and friends and post it on your social media channels. You can also create a splash by getting in touch with your local press - let them know what you're doing and why you're doing it for WaterAid. You can put a press release together using our template [press release](#) and send it out to your local newspapers, magazines and radio stations.

Paying in your money

When organising your big challenge, have a think about how you will collect the money. You can either take payments in cash using our [WaterAid sponsorship forms](#), or ask your sponsors to pay in through [JustGiving](#). If you decide to take cash, you can [send us a cheque](#) or [pay the funds directly](#) into the WaterAid bank account. Let everyone know how much you've raised once all the money is counted, so they know how much of a difference their support has made.

Need a hand?

Give us a tinkle! If you're in need of a bit of guidance or want to chat about your fundraising, give us a call on 020 7793 4594 or email events@wateraid.org. We'd love to hear all about your challenge and how you found it, so do keep us posted on how you get on through [Facebook](#), [Twitter](#) and [Instagram](#).

Promoting your sacrifice

Here are some tried and tested tips for maximising the impact of your challenge.

#1 Make an event of it. Giving up being a chatterbox? Organise a sponsored silence. Giving up gifts for your birthday? Throw a party and ask attendees to donate.

#2 Put a wager on it. Got everyone doubting you can last a week without your phone, or six months without eating meat? Organise a sweepstake on how long you'll last and add the proceeds to your fundraising.

#3 Document your journey. Keep your supporters updated on your progress via email or social media, and ask them to keep supporting you. After all, it's a wonderful thing you're doing - it's all for taps and toilets!