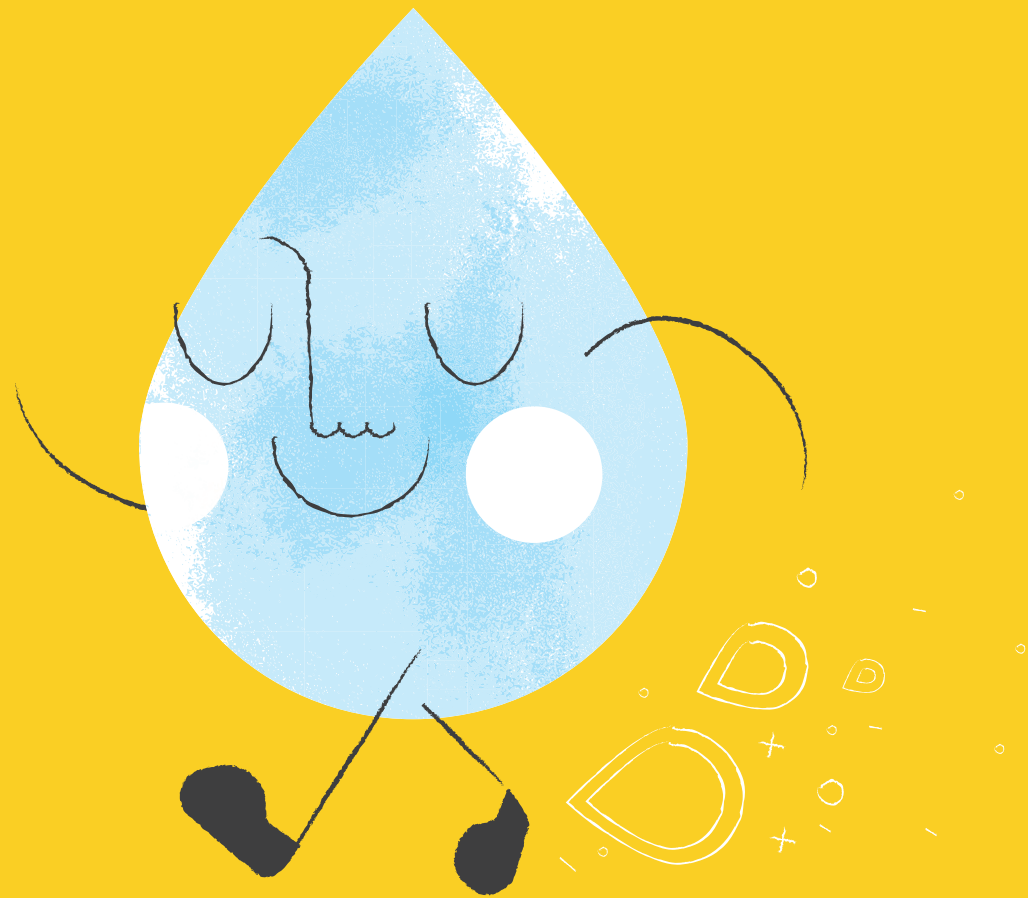




What's a Water Walk?





It comes in all shapes and sizes, but the basic premise of all water walks is this: a glimpse into the daily lives of the people we're trying to help.

It's a simulation of the walk that so many make every single day to distant water sources for their daily water supply. Taking part in this walk, if even only once, helps to make the consequences of the water crisis real and tangible. It's also a great way to bring the attention of others to the crisis we face.

Organizing a water walk is a great way to raise awareness and support for charity: water!



Types of Water Walks

Runway

A runway walk is a great way to raise awareness and get a lot of participants involved. Find a public place to set it up where you can draw passersby — a public park, your school cafeteria, the main lawn on campus.

Setting up the runway can be as simple as putting two strips of tape on the ground. Recruit a friend with a camera to snap photos of participants. Have informational materials handy - brochures on the water crisis, links to charity: water videos - as takeaways.

Want to see it in action? Check out the Water Walk charity: water setup in Times Square for World Water Day 2013.



Long Distance

Long distance walks are a bit more difficult — we've seen supporters walk miles! — but they can make a powerful impression on participants who want to experience the difficulties of walking for water firsthand.

Find a local water source, plot your course and rally a team to walk with you. A relay version offers a less physically-strenuous option: set up a circuit of some kind (as simple as 4 traffic cones or as involved as a stadium track) and take turns walking your Jerry Cans around. See how far you can walk or set a distance goal!

Need inspiration? Check out the Water Walk Christopher Rich organized in Atlanta this year or Garrett Shesky's 20-mile walk for water in Wisconsin!





Making it Happen

Four Simple Steps

1

Get Started

2

Get the Word Out

3

Get Walking

4

Get Sharing

Get Started

- **Brainstorm Ideas:** What kind of water walk do you want to hold? What's the purpose or message of your event? What other elements do you want to include? When you're just getting started, the more ideas the better!
- **Set A Date:** Aim for a weekend or weeknight when people will be available.
- **Pick a Location:** Public park? High school track? Your front yard? The possibilities are endless. Just make sure to check if you need a permit to hold an event.



Get the Word Out

- **Use the Internet:**

- » Youtube: make a video to promote the event.
- » Facebook: make a page to keep everyone updated.
- » Instagram: invent your own hashtag and share behind the scenes shots.

- **Ask Directly:** Direct requests are always meaningful. Call, email, and speak directly with people you think would be interested. Ask them to recruit their networks too.

- **Reach Out to Groups:** Connect with local groups, communities, and organizations. Schools, colleges, churches, and companies might be interested in sponsoring your walk, helping you promote or staff the event or participating as a group. It never hurts to ask!



Get Walking

- **Share Facts About the Water Crisis:** Help your participants understand why they're walking. Share information and stories about the water crisis during or after the event. You can hand out fliers at the explaining what they just experienced.
- **Pictures, Pictures, Pictures:** Give your supporters something to remember the event by. Make sure you have a talented friend or photographer documenting all the fun!
- **Give Your Thanks:** Make sure your participants and team feel helpful, loved, and appreciated. After the event follow up with a recap, express your thanks and get everybody feeling good about what they've done!



Get Sharing

- **Tell Your Story:**

- » Send your pictures to us at mystory@charitywater.org and share them on social media with your event hashtag.
- » Encourage and inspire others to do their own walks by sharing your experience
- » Our Supporter Facebook page is a great place to tell your story.
<https://www.facebook.com/groups/charitywatersupporters/>





Tips for Success



Jerry Cans

Make sure you have all the materials you need. Most importantly, bring lots of water containers for everyone to carry!

You can buy jerry cans from Cabela's, Bass Pro Shops, Tractor Supply Co., or Grainger.

Don't want to buy jerry cans? Use buckets, milk jugs or water cooler containers. Local stores or offices may even be willing to donate or loan these materials for your event.

Campaigning

Water walks are a wonderful way to simply raise awareness for the cause, but if you're looking for something more, they can also be a great way to promote a fundraising campaign!

If you want to fundraise, learn more about it at charitywater.org/kids.



Want to Learn More?



visit charitywater.org/kids



Thank you!

