



P&G

Children's Safe
Drinking Water



Fundraising Guidebook

You can make a difference by helping
to bring clean water to children in need.

Realizing the Dream of Clean Water for the World

Imagine drinking a muddy cup of water to quench your thirst - everyday. Then imagine walking 6 km or 3.75 miles to get it. Sadly, this is a daily reality for nearly 1 billion people all over the world, many of whom are children who contract viruses, bacteria and parasites from drinking unclean water. Fortunately, there is something we can all do to help.

The technology in P&G's water purification packets can transform dirty, discolored water that contains bacteria and parasites into clean drinking water. In 2004, P&G created the non-profit P&G Children's Safe Drinking Water Program (CSDW) and began to distribute water purification packets in countries that suffered from the clean water crisis. Today, with the help of the program's donors and partners, the program has delivered billions of liters of clean water, preventing more than a hundred million days of illness, and saving tens of thousands of lives in developing countries. However, there are still many more lives to be saved by providing clean drinking water to those in need. For only one dollar, you can provide a child with 50 days' worth of clean water, and for \$30 you can provide a family with clean water for an entire year.

As the director of the P&G Children's Safe Drinking Water Program, I have travelled the world to help spread awareness about this issue and about this life-saving solution. I have been inspired by everyone – elementary school children, college students, and adults – who wants to help. While P&G invests a significant amount of funding for the Children's Safe Drinking Water Program, more funding is still urgently needed.

That's how you can get involved. Fundraisers held along with your friends, families and passionate individuals can make a significant difference to the children and families who benefit from the clean water those fundraisers provide. This guidebook was developed to provide direction in creating a memorable and effective fundraiser for clean drinking water. Providing financial support and raising awareness of the clean water issue are two of the most powerful ways to help save the lives of those in need.

The P&G Children's Safe Drinking Water Program has announced a new long-term goal of saving one life every hour with clean drinking water, to be met by the year 2020. The influence and power of dedicated individuals working hard toward completing this goal has the potential to bring a great change in the developing world. I know that together, we will achieve this goal.

Thank You,

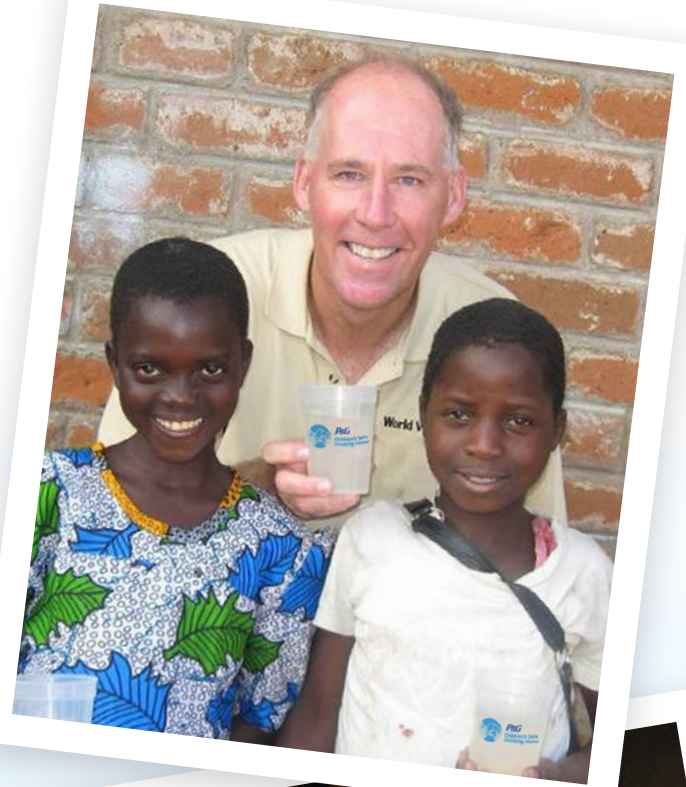

Dr. Greg Allgood

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*An active Internet connection is required for downloading additional resource materials.



P&G
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About

P&G Children's Safe Drinking Water Program

The Clean Water Crisis

Did You Know?

Almost **1 billion** people worldwide do not have access to safe water. Many of these people are women and young children in the developing world who must walk about 6 km or 3.75 miles each day to collect water for their families that is often contaminated.

How Does This Impact Children's Health?

Diarrhea caused by drinking contaminated water is still a leading cause of illness and death among infants and children in the developing world. About 1.8 million children die every year as a result of diseases that cause diarrhea.

What does this mean?

More children die from diarrheal illnesses such as cholera and dysentery, than from HIV/AIDS and malaria combined.

How Is CSDW Helping?

P&G has collaborated with the U.S. Centers for Disease Control and Prevention (CDC) since 1995 to develop drinking water systems that people can easily use in their homes. These simple, low-cost interventions at the community level improve the quality of household stored water and greatly reduce the risk of illness and death. P&G and CDC developed a water purification packet that turns dirty and contaminated water into clean and purified water in about 30 minutes. The results can be dramatic and have been shown to reduce diarrheal illness in the developing world by an average of 50%.



P&G Children's Safe Drinking Water Program: **HISTORY**

In 2004, P&G partnered with a diverse network of organizations to create the Children's Safe Drinking Water Program (CSDW), creating awareness of this significant global issue and enabling others to help solve this problem. CSDW is the focal philanthropic program of P&G's overall cause program to help children in need. P&G has chosen The Greater Cincinnati Foundation (a registered 501(c)(3) non-profit organization) as its partner in administering this program. All donations to CSDW are sent by The Greater Cincinnati Foundation to non-profit organizations and are used to provide clean drinking water to benefit children and families in need.

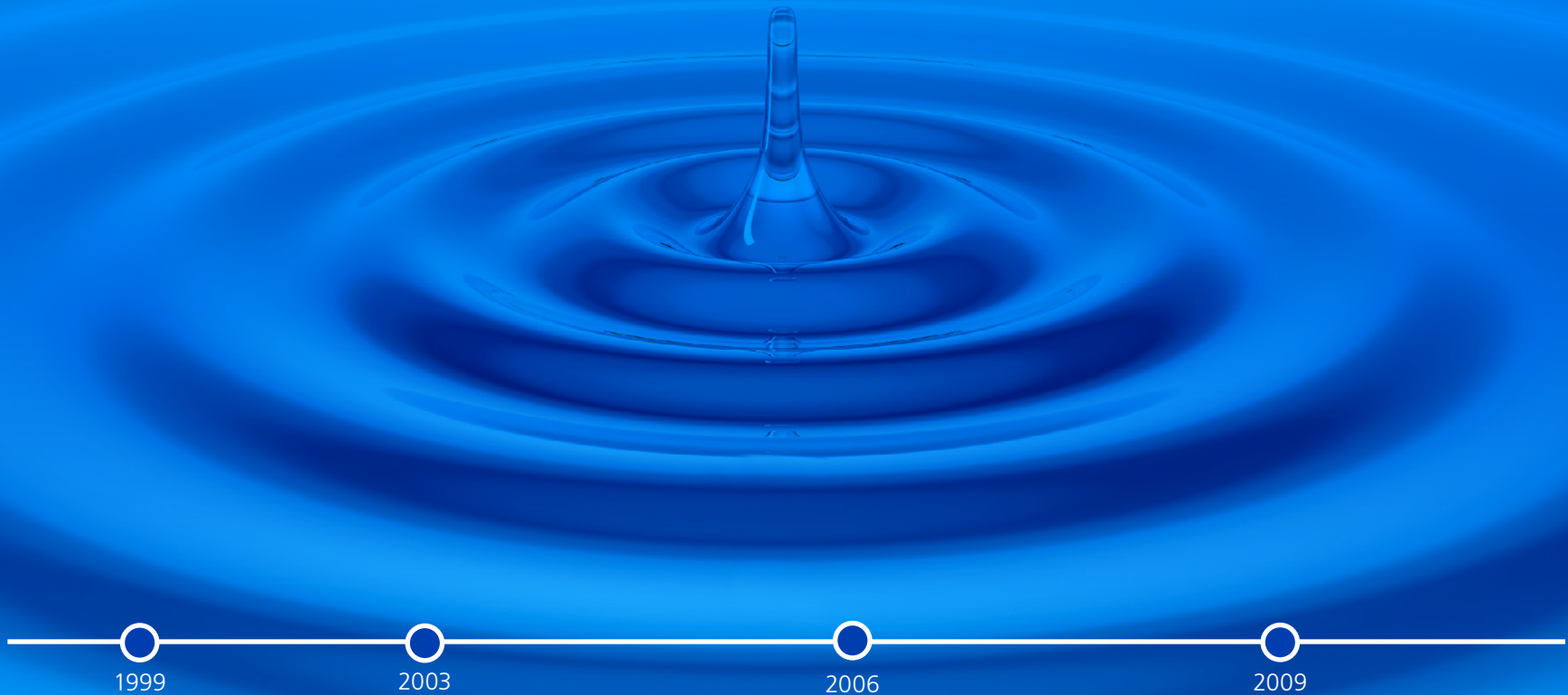
As the creator and producer of the water purification packets, P&G provides both its technical expertise and financial support for this work, in addition to human resources, manufacturing facilities, research and advocacy for this global issue.

To date, P&G has invested more than \$35 million toward clean drinking water, and CSDW has delivered over 4 billion liters of clean drinking water. Our new goal is to save one life every hour by delivering more than 2 billion liters of clean drinking water every year by 2020.



P&G CSDW Program: **MILESTONES**

For more than 16 years, P&G has worked to improve lives through clean drinking water technology. Here are just a few of the many milestones on the P&G Children's Safe Drinking Water Program journey. By joining us on this journey, together we can help save thousands of lives.



P&G CSDW Program: THE SCIENCE – How Does the Packet Work?

P&G's water purification packet is an amazing innovation that quickly turns 10 liters of dirty, potentially deadly water into clean and drinkable water. And, because it is much smaller and easier to ship than plastic water bottles, anyone anywhere in the world can easily use it.



The water purification packet was developed by P&G in collaboration with the U.S. Centers for Disease Control and Prevention (CDC). Created to enable people anywhere in the world to purify dirty water in a simple, affordable and convenient way, the water purification packet is based on technology similar to municipal water systems in developed countries.

The water purification packet is a powdered mixture that removes pathogenic microorganisms and suspended matter, making previously contaminated water clean. Specifically, the packets:

- Have been proven to eliminate disease-causing microorganisms.
- Result in removal of more than 99.99999% of intestinal bacteria (including those that cause cholera), 99.99% of intestinal viruses (including those that cause hepatitis A) and 99.9% of protozoa.
- Remove dirt and other pollutants.
- Have been proven to reduce diarrheal disease incidence in the developing world by up to 90%.
- Can be used to make clean drinking water for the entire family, including infants, and are considered an effective technology by the World Health Organization.

More than 4 billion liters of clean drinking water have been provided by global relief organizations using the water purification packets including AmeriCares, CARE, IFRC, PSI, Save the Children and World Vision.



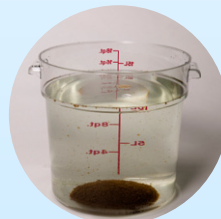
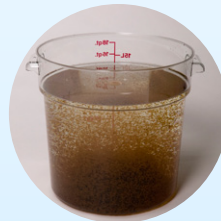
P&G CSDW Program: HOW TO DO THE DEMO

1. Gather the needed materials: Two large containers that hold 10 liters each, Spoon with Long Handle, Scissors, Ten liters of dirty water, Cotton Cloth (or paper towel for demonstration purposes), One water purification packet, Rubber Band, and Drinking Cup.

Before beginning the water purification demonstration, make 10 liters/2.5 gallons of dirty water in one of the large containers. Note: use dry, finely-ground dirt and mix the dirt with a very small amount of water to make a muddy paste. Then add more water to fill the large container to make 10 liters / 2.5 gallons.



2. Open a packet using a pair of scissors.
3. Add the contents of the packet to a clean mixing container holding 10 liters/2.5 gallons of water.
4. Stir the powder vigorously in the water for 5 minutes. Be sure a vortex is created when stirring. Then, let the water stand for 5 minutes until it becomes clear.
5. After adding the powder to the water, the water will become slightly colored. The color indicates that the product is working. When the process is finished, the water will be clear.
6. If you see the water is still colored, you can stir again and let it rest for another few minutes.



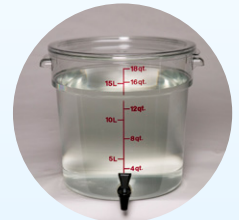
7. Once the water looks clear, and the floc is at the bottom of the container, filter the water through a clean cloth (or paper towel for demonstration purposes) into a clean storage container and cover it with a lid.

8. The filter must be a clean, thick 100% cotton cloth, without holes, that prevents the floc from passing through. The floc will be left behind in the bottom of the container and in the cloth filter.



9. Wait 20 minutes before drinking the water.

10. Do not drink water if it is colored or cloudy after treatment. If the floc accidentally gets into the treated water, use another cloth to filter the floc out of the treated water. The water is still good to drink.



11. ALWAYS dispense the water from the storage container into another container, such as a cup or glass, for drinking.
12. Discard the floc from the water treatment process in the latrine, or on the ground away from children and animals. Rinse and wash the cloth thoroughly before reusing.

KEEP OUT OF REACH OF CHILDREN



P&G

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Drinking Water



Fundraiser Guide

Just a few pennies makes a difference

Your Fundraiser Matters

More children die every year from diseases caused by drinking contaminated water than from HIV/AIDS and malaria combined.

With the help of over 100 partners, the P&G Children's Safe Drinking Water Program has been able to help save tens of thousands of lives in developing countries around the world. However, there are still millions more without this most basic necessity.

Your contribution is important and essential to helping children in need of clean water. **Just one cent can provide a liter of clean drinking water, and a single dollar provides a child with 50 days' worth of clean drinking water.** The help of friends, families, schools and individual advocates can help save lives. We believe that together we can make a difference.

This toolkit gives you many tips and resources to fundraise on behalf of P&G Children's Safe Drinking Water Program. With this comes the responsibility to act in an honest manner and with integrity. We ask that you represent the organization responsibly, and make sure that the content of your fundraiser and your communications to your donors are consistent with these values of honesty and integrity.





Clean Water Fundraiser Ideas

Deciding what type of fundraiser to host can be a difficult task. One of the most important steps to generate donations and reach as many people as possible is choosing the fundraiser that is best for your audience.

Whether you are reaching out to elementary school students, college students, parents or simply people in your community, always consider the type of environment and event that would interest your audience the most. We encourage you to make your fundraisers unique and emphasize the significance of the clean water crisis. Your contribution will truly help save lives in developing countries around the world.

Here are a few fundraiser suggestions. Use these ideas as a guide for planning a great fundraiser and feel free to add your own personal twists to them.

For many of these ideas, as well as those you may think of on your own, consider charging an admission fee. Admission fees are one of the most efficient ways to collect donations at fundraisers, and they help you stay organized when collecting the money.

Top Ten Fundraiser Ideas

- [Walk for Water](#)
- [Clean Water Festival](#)
- [Run for Clean Water](#)
- [Swim-a-Thon](#)
- [Silent Auction for Clean Water](#)
- [Concert in the Name of Clean Water](#)
- [Children Painting for Clean Water](#)
- [A Night Out in the Name of Clean Water](#)
- ["Water House" and Poetry Slam](#)
- [Old-Fashioned Bake Sale with a Clean Water Twist](#)

[Additional Ideas >](#)



Walk for Water

Billions of people in the developing world, mostly women and children, have to travel many miles for several hours to reach their local, often dirty, water source. In hopes of raising awareness of this unfortunate fact, organize a walk to raise awareness of the clean water issue. Walks with your school allow you to reach out to a significant amount of participants. This can also get the attention of your local community – such as parents, neighbors and local media, who may also be encouraged to donate.

Here are some helpful steps for organizing a benefit walk:

Step 1: Create a team

Gather a team that will be involved in details of planning the walk. Give them background information on the clean water crisis and inform them of the role that the P&G Children's Safe Drinking Water Program plays in helping to address this issue.

Step 2: Think through the details and assign responsibilities

With your team, think about some of the following details involved in organizing the walk. At your first meeting, there will be a lot of planning and distribution of the work, so inform your team that this meeting may last a bit longer than the rest. Consider the following:

What is the date for the walk?

Remember to find out the dates of other major events, holidays; avoid the rainy season, and very cold weather.

Where will you walk?

Depending on your location and budget, where would be the best place for your group to walk? Consider whether you would have the resources to travel to a large, local park.

How long of a distance will you walk?

Shorter distances are recommended for younger children. If possible, we recommend that you walk 6km or 3.75 miles as that is the average distance that a woman in the developing world walks to get water every day.

How often will your team meet to discuss new updates?

Be sure to have a calendar available.

How much will you charge for a registration fee? How will you raise money?

Budgets vary by age group. Do your participants need to get donations from parents or the community? Is your group large enough to need sponsors to pay per mile?

Who on your team will have which responsibilities?

- Organizing and manning the P&G Children's Safe Drinking Water Program booth
- Contacting law enforcement for road blocks
- Obtaining food for participants (energy bars, etc)
- Providing water
- Will you provide water that has been purified with the water purification packets to participants or even spectators (we recommend this!)?
- Rest room locations
- Safety (nearby nurses and first aid kits)
- Music or other entertainment
- Will you have a DJ at the beginning and end of the walk? How will you maintain motivation throughout the walk? Consider having a cheering team!
- Giveaways
- Who will order t-shirts and other paraphernalia? Are there prizes for the participants? Will the spectators get free giveaways?
- Clean up committee

Do you have enough volunteers for all of the work?

Do you need sponsors to cover some of the cost?

- If so, contact local businesses and inform them of the water crisis and the P&G Children's Safe Drinking Water Program. Use the documents and resources from this guidebook to help you with this.
- Work with them to determine the costs of the material you cannot comfortably afford, and determine how you will advertise for the business in exchange.

What is your timeline?



Step 3: Begin to publicize your event.

Once your team has established what needs to be done and how you will do it, begin to advertise your fundraiser to your intended participants and the potential spectators.

- Create fliers using the material provided in this guidebook.
- Create an email list and send updates to participants.
- Create a Facebook event.
- Contact the local media.

Step 4: Touch base with your team periodically.

It is important to keep all of your team members aligned and up to date with any new information about the walk.

- Ask if anyone needs help getting their share of the work finished.
- Verify that everyone is on track with their deadlines.
- Take time to find solutions to any new problems that come up.
- Keep your team motivated!

Step 5: Do your last minute checks before the walk.

About two weeks before the walk, check that key tasks are on track or have been completed.

- A registration list has been created and money is being properly collected and organized.
- Reminder fliers are being sent to participants and spectators.
- Media and local law enforcement have been contacted.
- There is dedicated space for spectators, as well as room for participants along the path.
- Prizes and giveaways have been ordered.
- Posters, signs and other decorations have been created.
- Water crisis and the P&G Children's Safe Drinking Water Program handouts have been created and printed.
- Your P&G Children's Safe Drinking Water Program booth team has been trained on how to use the water purification packets.
- Partnering businesses have provided the funding for necessary refreshments and other accommodations and everything has been ordered.
- Participants are excited!

Walk for Water Tips:

- Plan for more than you think you will need – more snacks, more water, more restrooms, more seats for spectators (if you are providing) and more time.
- Plan for the unexpected. Weather conditions may change during the walk, emergency attention may be needed, technical issues may occur, one of your team members may get sick, or the walk may end earlier/ later than expected, so plan accordingly.
- Have accommodations for those who may not be able to finish the walk.
- Place your P&G Children's Safe Drinking Water Program booths in strategic areas (sunny areas where people will get thirsty, a heavily populated area or at either end of the walk path).
- Have "back up spectators" to cheer your participants on throughout the walk in case you have a smaller turnout than expected.
- Make sure signs and posters are secure and large enough to attract a lot of attention.
- Be sure to have accommodations for those with special needs.
- Have fun!



Run for Clean Water

Unlike the Walk for Water, where you and your team will actually be organizing the event, this idea is great for an individual or a small group who would like to enter a running event for a cause. This will allow you to raise awareness of the clean water crisis without the added responsibilities of creating your own fundraiser. You will also have the opportunity to work closer with those who are donating.

Key Steps:

- Determine the event that you want to participate in. Depending on your ability, you can enter anything from a 5km race to a marathon. Try going above and beyond – enter a race that will be a reasonable challenge for you. Go the extra mile for clean water.
- Gather a group of friends who are interested in participating in the same event and fundraise together.
- Ask friends and family in your community to support you with donations for your clean water run. You can ask them to donate a flat amount or a certain amount per km or mile that you are running.

Tips:

- Figure out how to collect the money. You can collect cash, or you can set up a Paypal account to collect larger donations and for those who live far away from you.
- Don't forget to train! You will need to make sure you take care of yourself as you prepare for the event. This will prevent injuries during the race and will help you complete the run comfortably.
- Create a fun clean water t-shirt to wear during the race. This will help generate awareness of the fact that you are running for clean water. Also, make sure to order the shirt in a material that you want to run a long distance in!





Clean Water Experiential Booth at a Local Festival

The many children and families in developing countries who do not have access to clean drinking water experience many hardships. Women and children often have to walk about 6 km / 3.75 miles in hot weather just to reach a contaminated water source. The filled buckets used to carry water typically weigh about 20 kg / 44 pounds, which are most often carried on their heads. Consider these hardships, and the many others, when deciding what to demonstrate at your booth. Utilize the large group of festival attendees and try to show them what it would be like to live life without access to clean drinking water.

Activity Ideas:

- **Relay race carrying buckets of water (even on your head)**
- **Guess what's in the water**
Provide a list of possible contaminants that could be in a dirty cup of water and allow them to guess which are true. (See "The Science" section of this guidebook). Afterward, give the participant a cup of water that has been purified to drink.
- **Allow participants to clean a bucket of dirty water with the water purification packets.** Be sure to guide them in every step to ensure the process is done properly.

Key Steps:

- Contact the organizer of the festival or event. Ask if you can have a significant amount of dedicated space for an interactive booth.
- Gather volunteers and determine shifts.
- Compile materials for your activities – order more than you expect to use.

Tips:

- Be sure to emphasize the impact of the clean water crisis.
- Make sure to charge a fee to participate or request donations. Work with your festival organizer if all activities are paid for with tickets, and ask if you can have a portion of the ticket values that you receive.
- Train yourself and practice the water purification packet demonstration ahead of time.
- Be unique – people will be more attracted to an activity they have never seen before.
- Larger posters will bring more people to your booth.
- Do not forget appropriate signage and handouts.
- Consider providing takeaways to your participants.

Swim-a-Thon

Being up to your knees in unclean water is an unfortunate norm for the women and children who have to retrieve water from local streams and lakes. Although we do not recommend swimming in a dirty water source, it can be impactful to imagine. As your participants reach periodic distances, have posters visible that have quick facts about the dirty water that many people drink in developing countries. Have the announcer remind the audience of the struggles of the clean water crisis, also.

Key Steps:

- Determine who will swim in the race. Ask your local swim team and post fliers in your local gymnasium.
- Ask groups to form teams (4-10 people are suggested for each team).
- Determine the distance that the teams have to swim. You can estimate that it takes about 10 minutes to swim 450 meters/500 yards, so a 60 minute event would be about 2,750 meters/3,000 yards. The teams can divide up how they want to swim the distance.
- Determine how you will make money for this event. You could charge a participation fee for all swimmer participants. You could also charge an entrance fee for all participants, or you could have each swimmer request donations from friends and family for each lap they swim.

- Make sure your swimmers are trained and practice frequently.
- Contact your local gym or pool to reserve the location on the date of your fundraiser.

Tips:

- Provide participants and spectators with water that has been cleaned with the water purification packets (especially if the fundraiser is outdoors).
- Determine a way to count the number of laps so that all teams are fairly swimming the distance. You can have one of the team members holding up counter cards by their lane.
- The winner could receive a basket of P&G Children's Safe Drinking Water Program paraphernalia (t-shirts, water bottles, etc.) to remind him or her of the cause.

Clean Water Benefit Concert

One of the best parts of a fundraiser is bringing people together to promote a great cause. Allow your participants to get inspired about saving lives with beautiful music from local artists. Before each artist performs his or her song, have them say a few words about the importance of providing children with clean drinking water. Encourage your volunteer performers to write their own songs about water.

Key Steps:

- Alert local artists of the clean water crisis and the P&G Children's Safe Drinking Water Program. Have them begin to draft songs.
- Find a venue that could house a significantly sized group.
- Find technical contacts to arrange the set up of speakers and microphones.
- Recruit performers by displaying fliers in strategic locations (music stores, cafés, performance building of your school, etc).

Tips:

- Determine your admission fee early so participants can order tickets in advance
- Secure a venue that is in an easily accessible, popular area. To find a venue for free, look for options that are accessible to the group holding the fundraiser, such as a school auditorium for a school group. You can also look for public spaces that do not charge a fee, or request free space because you are holding a fundraiser.
- If the lyrics are related to water, project them on a screen for participants to follow.
- Review lyrics before the concert to verify that they are suitable for the age group of your audience.



A Night Out in the Name of Clean Water

Although fundraiser participants will enjoy learning about the clean water crisis, it is also important to make sure the attendees have a memorable and enjoyable time. Allow your participants to have a fun night out, escape their daily routine, and dedicate time to a heartwarming cause, too! Surround the fundraiser location with posters, signs and other visuals that relate to the clean water crisis and the P&G Children's Safe Drinking Water Program. Create dramatic signs that provide details on the issue and play music from the countries which are affected by the crisis.

Activity Ideas:

- Talent Competition for Water – Have friends and community members enter into a talent contest to showcase their abilities in singing, dancing, comedy, etc, while raising money for a good cause.
- “Water-tail” Party – Instead of a fancy “mock tail” party in which you would dress in your favorite casual attire and serve non alcoholic sparkling beverages, host a “water-tail” party! At the gathering, your participants can learn about the clean water crisis, mingle with friends and drink purified water. You can even flavor the water.
- Water Themed Fashion Show – Dress your models in clothing that comes from those countries that are affected by the clean water crisis.
- Water Documentary Viewing on an Outdoor Movie Screen
- Dance Marathon for Water

Tips:

- Be very creative with this fundraiser. Although you want your participants to have fun, be sure that the most emphasized part of the night is the clean water crisis and those who are impacted.
- Choose a night that most people are available – weekends are best.

“Water House” and Poetry Slam / Open-Mic Night

The impact of the clean water crisis on numerous lives in developing countries around the world can bring about a lot of strong emotions. Many people may have questions or complex ideas that they do not know how to express. Provide these people with an opportunity to become more informed and share facts, and even opinions with their peers. Organize a poetry slam at a local, supporting coffee house. Allow your poets, experienced and inexperienced, to recite poetry about the lack of clean water in developing countries and serve water that has been purified instead of coffee. Decorate the area with images of the children and families who have been affected by the crisis and post informative signs and posters that tell quick facts about what has been done to help end it.

Key Steps:

- Announce the idea in strategic classrooms (like English or music) or other appropriate organizations, and make fliers to gather an interested group of poets.
- Using the help of your group, contact local coffee shops to see which are interested in the cause, and book a location.
- Hold weekly meetings to allow your participants time to practice.
- Promote the fundraiser.
- Train a member of your team to do the water purification demonstration at the beginning of your event.
- Determine whether you will charge admission or have a collection jar available.

- Decide how much you will ask people to donate for water and how you will describe why attendees are drinking water (instead of coffee).

Tips:

- Be sure to work out the compensation for the coffee house. How will you advertise for them in exchange for using their location?
- Determine whether you will have scheduled performers or an open-mic night? An open-micnight could attract even more interested talent, especially if the poets in your group are not well known. If necessary, review participant poems to make sure they appropriately portray the water crisis and that lyrics are suitable for the age group of your audience.

Children Painting for Clean Water

Children often have a special opportunity to become quite passionate about the clean water crisis. Millions of children in the developing world become severely ill or succumb to the diseases caused by drinking dirty water. This unfortunate fact allows some children to realize how lucky they are to have basic necessities such as safe water on a daily basis. With this knowledge, encourage children to express themselves by creating a mural together. Use a school wall in the cafeteria or recreation area, one of the walls of a supportive local coffee shop or work with an existing community renovation group.

Key Steps:

- Contact the school principal, business owner, community governing organization, renovation group or other key contact. Inform them of the clean water crisis and the P&G Children's Safe Drinking Water Program and get written consent for the mural.
- Determine who will be the artistic director of the project and guide the children in creating the mural.
- Try to get donations for paint and other art supplies.
- Regularly gather the children as a group to discuss what image they would like to create.
- Consider how you would like to collect donations. Will you charge parents and other spectators a fee at the unveiling or require children to get sponsors to paint.
- Contact local media to cover the unveiling and even do the water purification demonstration on tv! (See "Water Purification Demonstration" page of this fundraising guidebook)

Tips:

- Be sure that all of the children are well informed of the facts. Review the clean water crisis and how exactly they are helping save lives. This way, they can spread the word on their own and take some ownership of the mural.
- Consider having an outline of a design that the children have thought of themselves. This way, when the group goes to paint the mural, they can feel confident in what they are painting.
- Make sure that parents, teachers, neighbors and other potential donors understand the objective of the mural fundraiser weeks before collection begins.



Old-Fashioned Bake Sale with a Clean Water Twist

Although big fundraisers can be quite exciting and likely to bring in many donations, simple efforts to raise donations can be just as effective. The clean water crisis is an issue that many hold close to their hearts. Fundraisers that allow people to take the time to read through brochures and handouts, ask questions and understand the emotions behind the images on posters can bring about a deeper awareness of the issue. Bake sales allow people of all ages, from kindergarteners to adults, to collect donations in a slower-paced environment. Make the fundraiser unique by providing water that has been purified with the water purification packets to your customers and showing the water purification demonstration at your booth.

Key Steps:

- Assemble a volunteer team willing to bake dozens of sweet treats.
- Decide which baked goods you will have available for purchase.
- Determine key locations to have your bake sale and get permission from the owner. (Outside of the local grocery store; Outside of your school as parents are dropping off their children; In the lobby of your workplace.)
- Consider the most efficient way to collect donations.
- Print plenty of fliers and create a QR code (see P&G Children's Safe Drinking Water Program Booth section for details).



Tips:

- Do not bake your goods too far in advance – keep them fresh so people will want to purchase more.
- Have a separate table for the baked goods and the water purification demonstration to avoid dirty water coming in contact with the food.
- Have large posters and signs to generate attention.

Silent Auction for Clean Water

There are many aspects of the clean water crisis that should be shared in order to spread the word as far and completely as possible. A fundraiser that combines the opportunity to hear about the issue from a speaker and donate at the same time can be quite successful. Organize a silent auction gala that allows a speaker to give a presentation on the clean water crisis and how the water purification packet helps those affected by it, and have appropriate items available for sale through a silent auction afterwards. Try to sell items that relate to clean water or the countries that are affected by the clean water crisis. Consider allowing local artists to create paintings that depict the crisis, also.

Key Steps:

- Assemble a large team dedicated to finding a speaker, collecting/ making items to be purchased at the silent auction and handling the logistics of the event.
- Begin contacting local businesses, friends, neighbors and other potential contributors to find enough items to bring in a large amount of donations. (*Try to get these items donated to your fundraiser to avoid spending unnecessary funds that could be donated to the cause).
- Find a venue.
- Determine and work with your guest speaker on a periodic basis.
- Publicize your event.

- Train a member of your team to do the water purification demonstration.
- Organize registration (will you charge a fee?).

Tips:

- Plan ahead. Multi-part fundraisers can be tricky.
- Remember your audience when collecting items to auction.
- Be sure that your location has enough space for your participants to have their own table and mingle with friends.
- Make sure your speaker is well prepared. Consider having a part of the night where your guests can ask questions.

More Fundraiser Ideas:

There are many more great fundraiser ideas that can generate a lot of donations and raise awareness of the clean water crisis. Here are more ideas that we recommend you consider. Make sure to be creative with these ideas, or make your own!

1. **Partner with a local restaurant**
A portion of the sales go toward the P&G Children's Safe Drinking Water Program.
2. **Create a clean water sports team.**
Charge dues or have your own monthly fundraisers. Every time you win a game, a sponsor donates to the P&G Children's Safe Drinking Water Program.
3. **Clean water holiday fundraisers**
Sell holiday cards, ornaments; trick or treat for donations.
4. **Water bottle recycling bin**
Money given from recycling agency goes to the P&G Children's Safe Drinking Water Program
5. **Sell raffle tickets**
Sell raffle tickets at a popular event and give away the P&G Children's Safe Drinking Water Program paraphernalia you create.
6. **Social media class for adults**
Use Dr. Greg Allgood's sites and charge participants a registration fee.
7. **Ice cream social**
At the event, provide handouts about the clean water crisis and the P&G Children's Safe Drinking Water Program. Have a collection jar available.
8. **Pancake breakfast**
Play the videos provided in this guidebook on a projector while your guests enjoy fresh pancakes. Charge a small admission fee.
9. **Trivia night**
Test your participants on facts about the clean water crisis. Consider having an admission fee for spectators or a registration fee for participants.
10. **Sports tournaments**
Charge an admission fee or have sponsors for team members.
11. **Smoothie sale**
Provide informative handouts about the clean water crisis.
12. **Cooking competition**
Charge a registration fee and require your cooks to make dishes from the countries affected by the clean water crisis.
13. **Talent show**
Be sure to say a few words about the significance of the clean water crisis before the first act and emphasize the great value of every donation.
14. **Ballroom dance lessons**
Find volunteer teachers and let the registration fee be a donation.
15. **Donation bucket**
Have a donation bucket located in heavily populated areas.
16. **Clean water symposium with guest speaker**
A well known guest speaker will attract more people and more donations.
17. **Game show**
Participants will guess answers to questions about the clean water crisis. Collect donations from spectators at the door.
18. **Picnic in the park**
Provide free food to your guests and take the time to discuss the clean water crisis. Collect donations at the end of the event.
19. **Charity dinner**
Registered guests will be provided with a gourmet meal and presentation on the clean water crisis.
20. **Bike-a-thon**
Create a bike-a-thon in the name of clean water. Have your participants find sponsors to fund them per km/mile.
21. **Karaoke for donations**
Begin the event discussing the clean water crisis and try to find songs to sing from the countries affected by the clean water crisis.
22. **Chocolate fundraiser**
Have a chocolate vendor sponsor you as you sell chocolate to friends and neighbors in the name of clean water.
23. **Benefit yard sale**
Proceeds from the sale will be donated to the P&G Children's Safe Drinking Water Program.
24. **Parent's night out**
Give parents a night out in the town. After baby-sitting, have parents donate the money you would receive to the P&G Children's Safe Drinking Water Program.
25. **Clothing sale**
Sell your gently used clothes locally and send your proceeds to the P&G Children's Safe Drinking Water Program to help save lives.

Organizing a P&G Children's Safe Drinking Water Program Booth

Setting up a P&G Children's Safe Drinking Water Program booth in a busy public area or at an event can generate awareness about the clean water crisis and provide the opportunity for a mini-fundraiser. Here are a few ideas and tips for creating a successful booth.

Turning a Booth into a Fundraiser

Be Creative!

- **Provide Purified Water** – Let your participants taste what many children in the developing world are experiencing for the first time in their lives: clean water that has been purified with the P&G water purification packets. Have booth visitors donate to the cause.
- **Have a Donation Jar** – As people walk by your booth, provide them with an easy way to donate. After your participants finish watching the demo, direct them to the jar and remind them that every cent counts.
- **Hand out Text-to-Donate cards** – these cards include a simple code that visitors to your booth can enter on their phone for an easy \$10 donation to the P&G Children's Safe Drinking Water Program. You can download these donation cards [here](#).
- **Sell P&G Children's Safe Drinking Water Program paraphernalia** – Along with distributing handouts about the program and the water crisis, you could sell t-shirts, wrist bands, handmade jewelry, key chains or other paraphernalia that you have designed. Feel free to use the P&G Children's Safe Drinking Water Program logo and photos as you design them.



Booth Tips

Use these tips to help you and your volunteers prepare for your experience at the booth.

Volunteer Preparation

- Keep your team organized with programs like [mysignup.com](#) or a simple spreadsheet. This will keep everyone updated on when they will be staffing the booth.
- Be sure all of your volunteers have been well trained in the water purification demonstration and have practiced at least once.
- Verify that volunteers have reviewed the Q&A section of this guidebook and are prepared to answer questions.

Technological Preparation

- Set up a Quick Response (QR) code to have available at the booth. A QR code is a barcode that can be read by many smart phones and contains text or a URL that will take participants to the website of your choice.
- Decide whether you will send your viewers to the P&G Children's Safe Drinking Water Program website ([www.csdw.org](#)) or Dr. Greg Allgood's Twitter feed (@DrGregAllgood) to keep them up to date on the program.
- Display the code on handouts or posters at your booth.

Where to Link the QR Code

- P&G Children's Safe Drinking Water Program [website](#)
- Dr. Greg Allgood's [Tweets](#)

QR Code Websites - Here are a few websites you can use to create a QR code.

- [kaywa.com](#)
- [qurify.com](#)
- [delivr.com](#)

Bringing Attention to the Booth

- **Offer Giveaways** – P&G Children's Safe Drinking Water Program stickers, cookies or other small items leave visitors with something that allows them to remember the booth. Also, having free gifts will create even more of an incentive to visit your booth.
- **Display Large, Eye-catching Photographs and Videos** – Use the photographs included in this guidebook to create posters and signs that will help draw attention to your booth and inspire viewers to ask more questions. If possible, display the video included in this guidebook, or those found on the website, on a large screen.
- **Play Music from the Countries Affected by the Clean Water Crisis** – Search for music from some of the countries that the P&G Children's Safe Drinking Water Program reaches (see in resources below). This will draw people toward your booth and help them experience a bit more of the culture.
- **Display Banners** – Include a large banner to tell passers-by that you are supporting the P&G Children's Safe Drinking Water Program.

Volunteer Resources

Use these resources to guide you and your team through creating and manning a P&G Children's Safe Drinking Water booth.

- [P&G Children's Safe Drinking Water Program Map](#)
- [P&G Children's Safe Drinking Water Program Quick Facts](#)

Instructions for an Instant Booth Demonstration

If you will be presenting the P&G Children's Safe Drinking Water Program at a table or booth for an extended length of time, it is often best to use the water purification instant booth demonstration.

To set up the demo you need three large (2L) containers.

1. Fill two containers with dirty water.
2. Leave water in the first container untreated.
3. Treat the water in the second container with the P&G packet.
4. Filter about 1/4 of the clean water into the third container. Leave the floc in the bottom of the second container and the lid off.
5. As people stop by to see how the product works, show them the first container and tell them this is how the water started out.
6. Stir the second container for about 10 seconds to allow the floc to come up from the bottom and swirl in the water again. While stirring, explain that the floc forms because the powder in the packet causes the dirt, worms and parasites to clump together (or coagulate).
7. Explain that you then let the floc settle for 5 minutes (at this time the floc will re-settle at the bottom of your jar).
8. Then explain that the water is filtered through a cloth into a clean container to remove any floc or sediment that may be still floating in the water.
9. Note that the final step is to let the filtered water sit for 20 minutes in order for the chlorine to kill any bacteria and viruses remaining in the water.

You can do this water purification demonstration as often as needed at your booth or table.



Publicizing Your Fundraiser

The best way to generate enthusiasm for your clean water fundraiser is by spreading the word. The more fliers distributed, Facebook updates posted, and word-of-mouth discussions generated, the more people will show up to your event.

Depending on whether the fundraiser is open to a limited group or everyone in your area, think about creative ways to reach the people you want to attend. Where do they go? What do they do? What forms of communication do they use to find information and keep in touch with people?

Here are a few ideas on how to promote your fundraiser.

1. Contact Your Local Media Outlets.

Local media are always looking for great stories about the community. Here are a few tips on how to get media attention for your fundraiser.

- A. Research the media outlets in your area. An Internet search can be a great place to start to help you make a list of the top outlets. Remember to include any newspapers, magazines, radio stations, TV stations and blogs that may be relevant.
- B. Make a complete list of the publications and broadcast stations that might be interested in covering your story.
- C. To find the appropriate contact person at each outlet, call and ask who would be most interested in covering your event. Before you pick up the phone, though, make sure you have all the information about your news or event at your fingertips in case you get asked questions.
- D. Email the contact a brief summary of the event/news or an event calendar listing. If this is for an event specifically, many TV and radio stations have an event submission form on their website. At newspapers, send it to the reporter who covers local news.

- E. If you want to call to follow up a few days after your initial email, keep in mind that members of the media work on strict deadlines. When you reach the reporter, ask if they are "on deadline." If they are, ask when the best time to call is and contact them then. Mornings are typically preferable for newspaper reporters. Television stations have assignment editors who staff the newsroom phones throughout the day and night. It is best to call them between 10 a.m. and 3 p.m.

Tips for calling a reporter:

- Identify yourself and your organization.
- Briefly explain what it is you are calling about and that you would like them to consider writing a story on it.
- Be prepared to answer the reporter's questions.
- Let the reporter know about any opportunities to speak to an authority figure or to get a first-hand experience.
- Give them your contact information and let them know they can call you with additional questions.
- Thank them for their time.

2. Create fliers.

- Be sure to hang fliers in places where many people will see them. Try posting them in frequently visited locations, such as libraries, cafes, near classroom exits, dorm lobbies on campus, and at local grocery stores.
- Be sure to use the photos included in the Fundraising Materials section of this guidebook for your fliers!

Try to be sustainable and avoid printing an unnecessary amount of fliers. Emails and e-vites are a great way to spread the word!

3. Create a Facebook group.

Be sure to include the time, location, date, and a brief description about what you will be doing. Invite your Facebook friends to join the group and encourage them to invite their friends.

4. Post your event as your Facebook status.

This will help you reach those friends who you do not talk to on a regular basis.

5. Tweet about your event.

Post a quick tweet about your fundraiser and hashtag P&G CSDW. (#CSDW) to provide your followers with additional background information from Dr. Greg Allgood, the P&G Children's Safe Drinking Water Program Director.

6. Advertise with chalk.

Verify with your local community if you are able to communicate your event with chalk on the sidewalks. This allows for easy clean-up, too!

7. Create a video.

Gather a group of friends and create a fun video that will tell people about what you have planned. Consider posting it on YouTube, sharing it with your class or sending it by email!

8. Have a watch party.

Invite friends over and show some of the powerful videos created by the P&G Children's Safe Drinking Water Program by connecting your computer to a large screen or projection television. (See the Links section for videos).

9. Make an announcement.

Take advantage of events that include a large group of people – even in class! Consider your target audience. Where are some places that they gather? Use these locations to announce your fundraiser.

10. Create an event e-newsletter.

Months before your event, organize your volunteer team and create an event e-newsletter. Include news about what will happen at the fundraiser, possible guest speakers, and fun ways that your newsletter followers can spread the word to others. Create an email list of interested people to send the newsletter to periodically.

(Remember that if you do not get the turnout you expected, just hearing about the event can help raise awareness of the clean water crisis and that solutions exist to solve it.)



Fundraising Tips

Although fundraisers are fun and exciting, they can also be a bit complicated. The following tips are designed to help you have a successful fundraiser that will create a rewarding experience for both those planning and those participating.

Initial Planning

1. Become Familiar with the P&G Children's Safe Drinking Water Program. Use these resources to make sure you and your team fully understand the clean water crisis and the role of the P&G Children's Safe Drinking Water Program.

- Visit the P&G Children's Safe Drinking Water Program [website](#) and read through the information provided. Be sure to browse through Dr. Greg Allgood's [blog](#) "Notes from the Front Line" to read some of the most recent updates.
- Review the first section of this Fundraising Guidebook. Be sure that you understand the information because you will be asked about it during the fundraiser.
- Understand and practice the water purification demonstration. Be sure to follow the directions carefully and wait the amount of time stated.

2. Set a Goal. Consider how much money you and your team would like to raise. Advertise appropriately to meet your goals! Have tools to help you measure your progress as you reach your goal and keep your team motivated, such as:

- "Thermometer" poster – instead use a glass of drinking water to show your progress!
- Checklists
- Calendars

3. Determine How You Will Incorporate the P&G Children's Safe Drinking Water Program.

Think about how you will remind your participants that they are donating to the P&G Children's Safe Drinking Water Program in order to help save lives in developing countries around the world.

- Set up a P&G Children's Safe Drinking Water Program booth at your fundraiser that has information about the clean water crisis and the program. Use posters to include key facts.
- Determine who on your team will serve as a spokesperson to answer questions about the program at the fundraiser.
- Make sure to include information about the importance of every donation. 10 cents = 1 water purification packet = 10 liters of clean water!



4. Dedicate Responsibilities to Your Team. In order to run your fundraiser effectively and efficiently, your volunteers must know exactly what their responsibilities are from beginning to end. Decide who will do which task when organizing the fundraiser and during the event. Here are a few responsibilities to consider:

- Who will make fliers and posters?
- Who will contact the venue?
- Who will contact the media?
- Who will order the water purification packets and be the trainer in how to use them?
- Who will get the materials need for the fundraiser?
- Who will staff which booth(s)?
- Do not forget to get sign-ups for shifts for different parts of the fundraiser!

5. Set Deadlines for Yourself/Your Team. Determine when each responsibility needs to be completed. Consider your volunteers' schedules, and other events that are scheduled during that time.

6. Hold Monthly or Weekly Meetings with the Team.

- Have an agenda for each meeting to make sure all tasks get completed.
- Have each team member report any updates involving his or her task.

Considering the Details

7. Plan Ahead.

- If you have promised your participants a guest speaker, be sure he or she has all of the updated details about the event.
- Do not forget to practice the water purification demonstration!
- Plan for the unexpected. If you are having an outdoor event, have an indoor location in mind, just in case.

8. Set a Budget.

- Determine how much money you would like to spend on the fundraiser. Consider any costs associated with location, printing fees, ordering extra paraphernalia, and taxes.
- What types of prizes will you give away, if any? What will the costs of those be for the crowd you are expecting?
- Create a list of everything you will need to buy, how much each item will cost, and make sure to track every purchase.
- Remember that you are creating a fundraiser, so try to spend as little money as possible in planning, to maximize the money going toward the cause.

9. Remember Your Audience.

- Be aware of who will be attending your fundraiser. Are your participants children, teens, college students or adults? This will help you design the events for your fundraiser and decide what will be most enjoyable.

- Also, consider the size of your group. If you have a larger group, be sure that you can accommodate their needs. Consider the cost of refreshments, seating size, locations of nearby restrooms, the number of times you will have to do the water purification demonstration, and amount of paraphernalia you will have to order.

Communication

10. Make Your Message Clear.

The P&G Children's Safe Drinking Water Program is all about bringing clean water to people in need. Remind your participants of the nearly 1 billion people who do not have safe drinking water and how their donations can provide clean drinking water that can help save lives.

11. Know Who, What, When, Where, Why.

Be clear about the logistics of your fundraiser.

- State that you are having a fundraiser to raise awareness about the clean water crisis, and that the donations will go to support the P&G Children's Safe Drinking Water Program.
- Describe what your fundraiser will be and what your participants should expect.
- Include the location and time of the fundraiser.

12. Tell us about your event on our Facebook page.

We have lots of passionate followers, and they might be able to help spread the word or give you tips or ideas. We'd love to hear from you!

Execution

13. Sell Tickets in Advance, if Possible.

This enables you to collect money right away, and people can still support the cause even if they are unable to attend. Also, people are more likely to attend if they have already purchased a ticket.

14. Reliable Handling of the Money.

Since the money collected at your fundraiser will help save children who are suffering from the effects of unclean water, every cent counts. Be particular about how you will collect the money, and how you will safeguard it. Assign someone in your group to have the responsibility for [sending the money](#) to the P&G Children's Safe Drinking Water Program.

15. Be Positive!

Your fundraiser will help save lives. The energy, passion, and effort you put into your fundraiser will truly change lives. Stay positive, have fun, and enjoy the fundraiser you create – your positive attitude will go a long way.



Fundraising Materials

These materials are provided for your use in publicizing your fundraiser and for creating materials to use at the event. The photos feature children and their families who have received clean drinking water through the P&G Children's Safe Drinking Water Program.

- Create posters and signs to help advertise your fundraiser.
- Display them at your fundraiser.
- Create handouts.

Also, you can download the P&G Children's Safe Drinking Water Program logo and use it to make:

- Fliers
- T-Shirts
- Cups and water bottles
- Buttons
- Stickers
- Temporary tattoos
- Wrist bands
- Prizes and gifts for your fundraiser

You will need to be connected to the Internet to download these materials

Logo

Business Card

Photo Posters (24x36)

Statement Posters (24x36)

Program Posters (24x48)

Stickers (2x2)

Packet



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After the Fundraiser

Sending the Money

Once you have finished your fundraiser, the next step is to send in the money you have collected.

P&G has chosen The Greater Cincinnati Foundation (a registered 501(c)3 non-profit organization) as its partner in administering this program. All donations to the P&G Children's Safe Drinking Water Program will be sent by The Greater Cincinnati Foundation to non-profit organizations and be used to distribute water purification packets to benefit children and families in need.

Donation Instructions

By Check

Please make checks payable to **The Greater Cincinnati Foundation for CSDW**. It is important to include the CSDW designation so that your donation is correctly credited to our account.

Mail your check to:

The Greater Cincinnati Foundation
200 West Fourth Street
Cincinnati, OH 45202-2775
USA

(Be sure to include a return address on your envelope.)

By Credit Card

To make a donation by credit card go to the P&G Children's Safe Drinking Water Program PayPal site at [CSDW.org](https://www.csdw.org).

All donations made to the P&G Children's Safe Drinking Water Program will receive a thank you from The Greater Cincinnati Foundation including acknowledgment of your gift for tax purposes. Please consult with your tax advisor regarding any tax deductions you choose to take.



Spreading the Word After Your Fundraiser

Although the donations accumulated during a fundraiser are important, keeping your participants mindful of the cause is just as critical. The absence of clean drinking water in developing countries around the world is a serious issue that will take years to overcome, and spreading the word is one of the most effective steps toward helping save lives. Here are a few ideas for effectively following up with your fundraiser participants:

Send a fundraiser recap bulletin to your participants.

- Thank your participants for coming and let them know that they made a difference.
- Include how much money was donated at your fundraiser and the number of people who attended, if possible.
- Highlight similar upcoming events in your local area.
- Don't forget pictures!

Post the amount of donations you received on your Facebook page/blog.

- Include a link to the P&G Children's Safe Drinking Water Program [website](#) for those who were unable to attend your event. This will provide them with background on the issue.
- In your post, refer your friends to this P&G Children's Safe Drinking Water Fundraiser Guidebook so they have the proper guidance for their own fundraiser!

Provide a follow-up email with suggestions on how to stay involved.

- Connect your participants to the P&G Children's Safe Drinking Water Program website. Direct them to key areas, like [Dr. Greg Allgood's blog](#), to keep them updated.
- Encourage participants to "like" P&G Children's Safe Drinking Water Program on [Facebook](#).
- Advise participants to write their government representatives to advocate for additional support for the clean water crisis.
- Suggest that participants [subscribe](#) to the P&G Children's Safe Drinking Water Program quarterly newsletters.



Tell us about your fundraiser.

- Post to our Facebook page what your fundraiser was and tell us how it went. Share some photos too!

Discuss the water crisis and your fundraiser in class or community group.

- Make a PowerPoint presentation or hand out to share with your class or community group. Ask your teacher/leader if you can have a few minutes to discuss the information with your class or groupmates.

Become a P&G Children's Safe Drinking Water Program Ambassador.

- Train yourself how to do the water purification demonstration
- Attend fundraisers, school events, and local festivals and raise awareness and funds for the P&G Children's Safe Drinking Water Program.

Sending Thank-you Emails to Volunteers

Fundraisers can take a lot of work. A successful fundraiser often requires a great commitment of time from volunteers who are passionately dedicated to the cause. As the coordinator of a fundraiser, it is important that you make all volunteers feel appreciated before, during, and after the event. One of the ways to recognize your volunteers for their service is with a thank-you email.

Dear [Volunteer's Name],

Thank you so much for your participation in the P&G Children's Safe Drinking Water Program fundraiser. The event was a great success. I am proud to let you know that we raised a total of \$_____.

It is important to remember that this money will help save lives in developing countries around the world by providing clean drinking water. We have also helped raise awareness of this heartbreaking issue, and have taken a step toward making clean drinking water more accessible throughout the world.

Be sure to stay up to date with the P&G Children's Safe Drinking Water Program, by signing up for the newsletter or following CSDW on Twitter.

Again, thank you for all that you have done. Your hard work is well appreciated.

Together, we have made a difference!

Thank you,
Signature

You can use this template as a reference for writing your own note



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Additional Resources

P&G Children's Safe Drinking Water Program Handouts

It is often the case that fundraisers, especially those of larger size, have too many participants for everyone to fully understand the depth of the clean water crisis. Therefore, the P&G Children's Safe Drinking Water Program has supplemental material that includes important facts and figures regarding the clean water crisis, as well as highlights about the program. By providing these handouts at your fundraiser, everyone will have the opportunity to be well informed about the cause.

Handout 1

Use this handout to provide additional background information on the P&G Children's Safe Drinking Water Program, countries the program has reached, and a few highlights that help demonstrate the program's impact.

Handout 2

The P&G Children's Safe Drinking Water Program provides clean drinking water in many developing countries around the world with the help of our many partners. Use this handout to see where we have provided water purification packets and who has helped us on our journey.

Handout 3

This handout provides handy instructions for how to do the water purification demonstration. Use this handout to help your fundraising team practice cleaning the dirty water.

Social Media Resources

Social Media enable us to spread the word about the importance of clean drinking water on a broader scale. And by reaching more people, we can help save more lives. The P&G Children's Safe Drinking Water Program has several social media resources that can keep you updated on the program and help explain the clean water crisis to your participants.

Dr. Allgood's Blog

Use this link to view the posts of Dr. Greg Allgood as he travels to developing countries around the world distributing water purification packets and educating people on the clean water crisis.

P&G Children's Safe Drinking Water Program on Facebook

P&G Children's Safe Drinking Water Program on Twitter

Find the most up-to-date P&G Children's Safe Drinking Water Program highlights through Dr. Allgood's latest tweets.

P&G Children's Safe Drinking Water Program on Flickr

See a vast array of photos from the many countries that have been affected by the clean water crisis and where the program is helping to provide clean drinking water.

Clean Water Awareness Resources

The lack of clean water in developing countries is a devastating issue that has generated a great amount of concern from many people around the world. The P&G Children's Safe Drinking Water Program has a mission to help save lives with clean drinking water, but we can only do this with the help of our dedicated partners, friends, and fellow advocates. Use these links as resources to learn more about the clean water crisis and generate additional ideas about how to help the cause.

H₂O for Life

H₂O for Life pairs clean water advocate groups with schools in developing countries who are in need of water, sanitation, and hygiene (WASH) programs. [H₂O for Life](#) groups learn about the clean water crisis and sponsor a WASH project at their partner school. View fact sheets, project information, and recipient school photos.

Safe Water Science

[Safe Water Science](#) provides educators with information aimed at raising awareness of safe drinking water issues around the world. Find lessons, activity kits, teacher workshops and more at this website.

WASRAG I Start With Water

[The Water and Sanitation Rotarian Action Group](#) (WASRAG) aims to provide the knowledge and resources to implement long-term water and sanitation initiatives in global communities. View more information on the WASRAG program, "Start With Water."

Photos & Videos

You may use these P&G Children's Safe Drinking Water Program photos and videos to generate publicity for your fundraiser and to build awareness of the clean water crisis. You will need to be connected to the Internet to download these materials.

[Photos](#)

[Videos](#)



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Educators

Teachers and professors can use these tips and resources in the classroom to help raise awareness about the importance of clean water while teaching about the purification process and the science behind the water purification technology.

STEP 1 – Decide what you would like to do

There are many ways to integrate the clean drinking water crisis into your curriculum. Consider some of these ideas.

Bring the water purification demonstration to class

- Describe each part of the demonstration to the students and have them physically clean the dirty water. Provide the materials in pre-measured amounts to avoid any mistakes.
- Tell the class what ingredients are in the packet that work to remove contaminants and to eliminate the parasites and bacteria in the water.
- Have volunteers describe the process to the rest of the class.
- Assign group projects to the class that ask the students to describe what they have learned.

Clean water report

Encourage students to write a report (or thesis) on the importance of clean drinking water around the world – researching the countries that are most impacted by a lack of clean water, along with the effects on the health and economy of those populations.

Students become the teachers

- Have students become the “experts” on the clean water crisis.
- Split the students into groups to research certain aspects of the crisis and teach the rest of the class about what they have learned.
- Have students create booths, learn how to do the PUR packet demo, study the science behind it, and teach the public what they have learned at a local venue.

Take a class trip

Use a class trip to teach about the science behind water purification or geography.

- Visit a local lake or river and use the water purification packets to clean the water.
- Visit your local municipal water treatment facility to learn about the water purification process.
- If your class travels to developing countries, teach about how the P&G Children’s Safe Drinking Water Program helps the local people in need of clean water.



These links will guide you to additional teaching resources:

[Safe Water Science](#)

Find downloads, workshops, activity kits and more through Safe Water Science.

[H₂O For Life](#)

Click the “Resources” tab to find lesson ideas, resources and other key material.

STEP 2 – Prepare

These tips and resources may be helpful as you prepare to teach about the clean water crisis and the water purification process.

Key materials

- P&G Children's Safe Drinking Water Program Overview [Power-Point & Supplemental Video](#)

Important: In order to avoid technical difficulties, download these to your own desktop and place in a folder together - doing this will allow them to open at the appropriate time.

- **Handouts** – Use the handouts provided in the [Clean Water Awareness Resources](#) section in this Fundrasing Guidebook to give your students a greater understanding of the issue and the P&G Children's Safe Drinking Water Program.

Doing the demo

- Order the [water purification packet demonstration kit](#)

If you do not wish to order the kit, see the "How to Do the Demo" section on page 9 for a materials list and complete instructions. Please read the instructions and measurement information carefully.

- **Practice the water purification demonstration**

Get a sense of how much water and dirt to use.

Be sure to practice the demo with the instructions available and keep to the 5-5-20 timeline.

Set up

- Use your own laptop instead of having your presentation on a flash drive to avoid format and font changes.
- Use a projector screen that is large enough for the size of your audience.
- An external sound system is critical when showing videos – especially when presenting to a larger audience.
- Ensure that you have enough room to do the demo and present the presentation.



STEP 3 – Execute Your Lesson

Be mindful of the water purification demonstration time:

Stirring for a shorter period of time than the 5 minutes stated in the instructions for the demo could interfere with the effectiveness of the coagulation/flocculation process.

Keep your lesson interactive:

Since the clean water crisis is a very emotional issue, it is important to allow students to interact and respond to what they are learning. Generating discussions or taking in-class surveys can draw your students into the lesson more deeply.

Combine classes:

Pair up with other teachers to maximize resources and reach more students. Pairing students from different classes to complete activities may create more energy.

Offer extra credit:

To encourage students to go the extra mile, you may want to create a clean water activity contest and reward the winner with extra credit.



Thank You!

Thank you for all of your hard work and dedication to fundraising in the name of clean drinking water! You, your team, and participants have helped to provide clean water that will help save lives in developing countries around the world.

Take time to reflect on all that you have done. You have not only provided valuable financial support to help eliminate a devastating crisis, but you have also raised awareness in your community. From the early meetings with your volunteers to the enthusiastic smiles you shared with participants during the fundraiser, your effort has made a difference.

The P&G Children's Safe Drinking Water Program has a long-term goal of saving one life every hour by 2020, and with your help we can reach this goal and provide clean water to those in need around the world!

We hope you'll keep in touch. Share pictures from your event, sign up for the P&G Children's Safe Drinking Water Program newsletters and stop back periodically to view the latest blogs from Dr. Greg Allgood at www.csdw.org.

Thank you for helping to save lives!





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Children's Safe
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