

Group Fundraising Tool Kit

Waterboys is founded on the idea that tackling the clean water crisis will take a team effort.

Community fundraising is just another example of this belief in action. Thank you for joining the Waterboys team and stepping in as the leader of your fundraising campaign. Together we will achieve our goal of bringing clean water to 1 million people!

For questions regarding your campaign, please reach out to us [here](#).

GETTING STARTED

As a fundraising group leader, here are a few easy steps you can take to kick off your effort:

1. Make note of your fundraising URL that was emailed to you.

You can also find it by going to waterboys.org/get-involved?post-types=fundraiser. Locate your group page, click view, then copy the URL. Make sure you include that link in all social posts, emails, or messages about Waterboys to your friends and family.

2. Who's your donor base?

Make a list of everyone in your network, including friends, family, co-workers, and your social media followers that you can ask to support your fundraising effort.

3. Make a fundraising plan.

Making a plan to reach your fundraising goal is the best way to ensure your own success! Consider whether your donations will come from email campaigns, a flurry of social content, or an event. Keep reading below to learn about what other fundraisers have done to secure donations for Waterboys!

4. Share the WHY!

Believe it or not, your network may not know WHY this cause matters. Many people don't realize that the consequences of water scarcity go far beyond inadequate access to drinking water. Water scarcity limits educational, economic, and agricultural opportunities and shortens life expectancies in rural communities around the world. Check below for clean water facts you can utilize in your fundraising.

5. Be creative!

These days, nothing is off-limits when it comes to fundraising. Usually, the more unique and authentic you can be in your approach, the more likely you are to receive donations.

6. Go out and do it!

Start today! Send your first email out or get up your first social media post.

Good luck on your fundraising journey. Make sure to contact us [here](#) to let us know about your fundraising efforts. We often share our fundraiser's stories on our social media to inspire others to join the effort!

FUNDRAISING TIPS

- 🔥 Story-telling is at the core of fundraising. Your supporters and potential donors want to understand why you launched a campaign for Waterboys and what makes you passionate about the clean water movement. Make it personal and share how you hope to make a difference in communities both at home and a world away.
- 🔥 We recently relaunched Waterboys.org so that it could act as the hub for fundraising and awareness activity. When you talk to supporters about what we do, be sure to link them back to your fundraising page and the Waterboys website so that they can learn more or donate to the cause.
- 🔥 Supporters like to know they are making a difference. The more you can share and broadcast the milestones we achieve together for Waterboys, the more momentum we will gain. Whether its funding new wells or reaching your fundraising goals, the more good news you share with your networks, the better! Be sure to follow @waterboysorg across platforms for content that is easy to reshare.
- 🔥 You must actually ask! In your communications to donors, make sure to include a clear ask for their monetary support.
- 🔥 Tell the story, but be succinct! When constructing your communications, make sure to keep your messaging as short as possible while still incorporating all of the above. The longer your message, the higher the risk of someone stopping before they've reached the information to donate.
- 🔥 Don't expect everyone to give the first time you ask. For most donors it takes multiple communications and supplying additional information to secure a donation. Make sure to follow up with individuals you've contacted to keep them in the loop regarding the progress of your fundraising, give them more information about Waterboys, and continue to ask for support.
- 🔥 Thank your donors! All donors will receive an acknowledgment via e-mail after they donate to your campaign. We recommend reaching out to your donors and thanking them for supporting your campaign as well. We also suggest sending an e-mail alerting all your donors when you have reached your fundraising goal.

NEED SOME INSPIRATION?

Here are some examples of how other fundraisers have successfully supported Waterboys.

Push up challenge

The Dig Deep Push Up Challenge is a competition started by Michael Gallagher, a fellow fundraising group leader. Michael challenged his friends and family to both a push-up contest and donating \$6 towards his fundraising efforts. Participants recorded themselves doing push-ups and then challenged others by tagging them on social media.



Marathon or Race

Are you a runner? Look into local races that you could participate in. Many races allow you to raise funds for your benefiting charity of choice.

Show off your talents

One young man named Cameron Mann, designed postcards centered around Africa and water. He sold those cards to his family and friends and donated the proceeds to Waterboys!



Corporate matching donations

Do you work for a company that will match their employee's contributions to a charity? Many corporations both large and small participate in an employee giving program. Double yours and your co-worker's donations!

Percentage of Profits

One of our fundraising group leaders is a realtor named Jordan Heath. Jordan has pledged to donate a portion of his proceeds for each house he sells to Waterboys!

You can always check what your fellow Waterboys fundraisers are doing by clicking [here!](#)

CONTRIBUTION FACTS

- You may be asked if Waterboys is a 501(c)(3) organization. Waterboys is a program of The Chris Long Foundation, which is a 501(c)(3) organization. All donations are tax-exempt. EIN #47-6329563.
- We can accept check donations to your campaign. Please have them write the check out to The Chris Long Foundation. No checks written out to Waterboys can be deposited. Please have them put Waterboys and the name of your campaign in the memo line. The address to send checks to is:

The Chris Long Foundation
100 S. Brentwood Blvd.
Suite 500
St. Louis, MO 63105

WATERBOYS SOCIAL MEDIA

Spreading awareness is just as important as raising funds for your campaign. Make sure to include the below Waterboys social media accounts in your e-mails and posts, so potential donors will receive up to date information regarding our work.

 [@WaterboysOrg](https://www.instagram.com/WaterboysOrg)

 [@WaterboysOrg](https://www.facebook.com/WaterboysOrg)

 [@WaterboysOrg](https://twitter.com/WaterboysOrg)

 [The Chris Long Foundation](https://www.linkedin.com/company/TheChrisLongFoundation)

USE OF LOGOS AND PHOTOS

If you would like to use any photos or official Waterboys logos while promoting your fundraising campaign, please reach out to us [here](#). After reviewing your request, we'll be able to provide you with high-resolution logos and photographs for your use.

CLEAN WATER FACTS

Read through the below facts regarding the global water crisis. Utilize the below information when you are fundraising for your campaign to demonstrate the urgency of our mission.

785
Million People

Lack even a basic drinking-water service (more than twice the population of the US), including 144 million people who are dependent on surface water.
- *World Health Organization, 2019*

200
Million Hours

Women and girls spend an estimated 200 million hours hauling water every day.
- *UNICEF, 2016*

6
Kilometers Daily

The average woman in rural Africa walks 6 kilometers every day to haul 40 pounds of water.
- *Missions Box, 2019*

“ More people die from unsafe water than from all forms of violence, including war.

- *UN News, 2010*

60
Seconds

Diarrheal disease kills one child every 60 seconds.
- *LifeWater, 2019*

443
Million School Days

The latest data suggest that as many as 443 million school days are lost each year due to water-related diseases.
- *LifeWater, 2019*

56
million people lack access to reliable sources of potable water

According to the United Nations Children's Fund (UNICEF), more than 35% of the total estimated Tanzanian population of some 56 million people lack access to reliable sources of potable water, while more than 30% of schools across the country have no reliable water supply at all.
- *UNICEF*

“ For every \$1 invested in safe water and sanitation, a yield of \$5 to \$28 is returned.

- *LifeWater, 2019*

WATERBOYS

Thank you again for launching your campaign and joining the Waterboys team. With your help, we will soon reach our goal of bringing clean water to 1 million people.

If you have any questions, please reach out to us [here](#).

