



WALK for
WATER
ACTION GUIDE

WHAT IS A WALK FOR WATER?

A water walk is an interactive group event where participants walk to a local, open water source, collect water, then haul the water back, all to better understand the daily reality of the water crisis for millions of thirsty people and raise awareness in their own community.

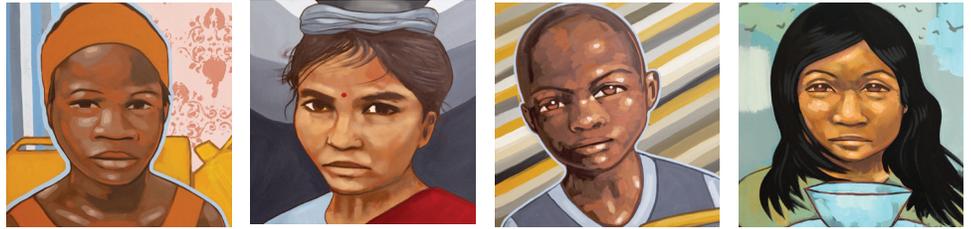
WHY ARE WE DOING THIS? *For them* ↘

Some will miss school.

Some will miss the opportunity for work.

Some will walk for miles.

For many of them, the water they collect will be dirty.



TODAY, MILLIONS OF PEOPLE WILL WALK FOR WATER.

We can experience what they do every day by stepping into their shoes and walking for water. Participating in a water walk gives us a small taste of their daily burden and hopefully results in our hearts being forever changed. Together, we'll carry the thirsty with us wherever we go and take action to meet their needs.

THEY
DON'T
HAVE A
CHOICE.

WHAT IS THE GLOBAL WATER CRISIS?

A staggering 663 million people face a daily struggle for water — that's about 1 in 9 people.¹ Walking on average four miles every day to collect water, often from unsafe sources, they are then faced with the risk of diseases from having to drink, clean, and wash with it.

To gain a better understanding of the people who walk for water, we created four personas with common stories of individuals who have no choice but to walk for water every day.

¹ 2014 JMP Update On Drinking Water and Sanitation: wssinfo.org

PLANNING YOUR WALK

STEP 1: PARTNER

There are likely some great people with whom you can network in your community to make your water walk happen. Connect with community leaders, churches, and other organizations.

COMMUNITY LEADERS | Depending on where you have the walk, it will be important to connect with someone in a position of authority (faculty advisor, pastor, HR, municipal government, etc.) to make sure you obtain any needed permissions.

CHURCHES | Give the local church the opportunity to unite behind the cause for safe water.

OTHER ORGANIZATIONS | Are there organizations in your community that share a similar heart for social justice? See if they will help promote and host the event.



STEP 2: PLAN THE WALK

Establish a plan so you can easily communicate the basics to those who want to help out and get involved.

PICK A DATE | Give yourself plenty of time to plan a successful event.

LOCATION / ROUTE | Pick a visible location and make sure it's walkable.

SET A GOAL | What is your call to action (spread the word, pray, fundraise, donate, etc.)? How will the walk help you achieve this purpose? Describe why you are walking for water and make your goals clear to those who participate.

EVENT REGISTRATION | Do you want participants to register for the event? Do you want to require a minimum donation for participation or charge a registration fee?

CONNECT WITH LIVING WATER | Let someone from Living Water International know about your water walk so we can help if we're able. Visit water.cc/contactus to find a representative near you.



PLANNING YOUR WALK (CONT)

STEP 3: PLAN THE PROMOTION

Meet with your crew and plan how you'll tell people in your community about this event. Don't forget to check out the promotional materials bundled with this kit.

BEFORE THE EVENT

TELL THE PRESS | Make sure to contact local newspapers, radio stations, and TV stations far in advance and ask them to walk with you.

CONNECT WITH PARTICIPANTS | Communicate the details of the event clearly and often with your participants. Let them know what to expect well before the day of the event. (registration information, how to dress, fundraising information, etc.)

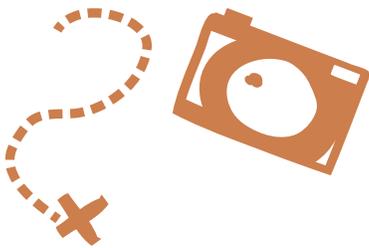
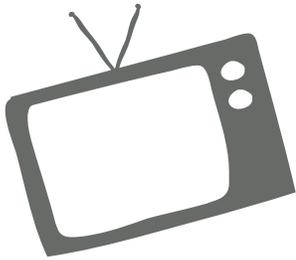
AFTER THE EVENT

TAKE PICTURES & SHARE | Take high-quality photos of the event and share them on Twitter, Facebook, and Instagram, and blog about your experience so we can share your story.

 www.facebook.com/LivingWaterInternational

 @livingwater

 @living_water



FAQs

WHAT SHOULD WE USE TO COLLECT AND CARRY WATER?

Most water walk organizers purchase a large quantity of 5-gallon painters buckets from Home Depot or Lowe's to most accurately represent Jerry Cans (what millions of Africans use to carry water that generally hold 5 gallons). These buckets generally cost about \$2.50 - \$3.00, which organizers usually recoup with a small registration fee or donation received after the walk.

Large, used painters buckets can sometimes be requested from professional painters at your local paint store. Organizers have also collected old gallon jugs as well as old multiple gallon jugs from restaurants, then passed them out to participants.

Lastly, you can always have participants bring their own container, or you might want to do a combination of all three ideas above.

WHAT IS THE FORMAT FOR THE DAY OF THE WATER WALK?

The format is pretty simple:

INTRODUCTION | Introduce your call to action—simply your goal—to the water walk participants. This is also a great time to introduce the persona cards.

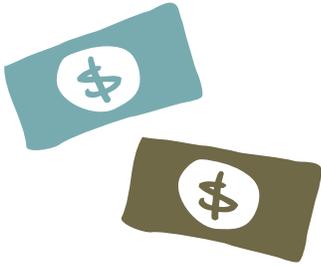
WALK > GATHER WATER > WALK BACK

CALL TO ACTION & CONCLUSION | Reiterate the calls to action and thank everyone for participating. Here are some “call to action” examples:

- » RAISE AWARENESS OF THE WATER CRISIS
- » RAISE FUNDS TO FIGHT THE WATER CRISIS
- » PRAY FOR AN END TO THE WATER CRISIS



FAQs (CONT)



HOW SHOULD WE COLLECT FUNDS?

Many organizers choose to use the water walk to raise not only awareness of the water crisis, but also to raise funds to help the thirsty through the work of Living Water. Funds can be collected and donated in a variety of ways.

- » SET UP AN EVENT FUNDRAISING PAGE OR ASK PARTICIPANTS TO CREATE THEIR OWN AT WATER.CC/FUNDRAISE
- » FUNDS CAN BE COLLECTED AT THE EVENT AND SENT TO LIVING WATER INTERNATIONAL
- » CHECKS SHOULD BE WRITTEN TO:
“LIVING WATER INTERNATIONAL”

RESOURCES

PRINTABLE PERSONA CARDS | This is a great handout to introduce water walk participants to common stories of those who walk for water every day.

WATER WALK LOGO | This is useful for any graphic items you might wish to design on your own (t-shirts, posters, etc.).

PROMO POSTER | Available in 8.5x11 and 11x17, these posters can be easily printed at home or at your local copy shop.

FACEBOOK PROFILE PIC | One of the quickest and easiest ways to spread the word about your walk is through Facebook. Have your team and your participants swap their current profile pic with this one.

CONTACT

If you have any questions or concerns, please feel free to contact a representative near you (water.cc/contactus).



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