



**Walk4  
Water4**



# Host Your Own Walk!

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*12 Steps To Hosting Your Own Walk4Water4!*



# Read This.

Hosting a Walk4Water4 is easier than you might think! Now that you've said yes, the journey starts with reading through this guide and learning all the tips, tricks, and steps to get your walk up and running!

# Reach Out.

We want to be a resource to you as you plan your walk! Reach out to Jennifer ([jennifermayo@water4.org](mailto:jennifermayo@water4.org)) & Cassidy ([cassidy@water4.org](mailto:cassidy@water4.org)) so that they can support you every step of the way from answering questions to building and sharing your fundraising page.

# Set a Date.

Select a date that is:

- at least three months out to ensure you've got plenty of time to spread the word
- will have great weather
- doesn't conflict with any major events or holidays

# Choose a Route.

3.7 miles is the average distance women and children walk for water. Set your route for 3.7 miles or whatever works best for your participants and location!

Choose a route with:

- limited stoplights and street crossings (safety liabilities)
- easy access to water and water disposal

step  
3

step  
4



# Spread the Word.

Our team will set up your fundraising and ticketing page where people can register for their free tickets and donate. Then use the resources at [Water4.org/host-a-walk](http://Water4.org/host-a-walk) to advertise your event!

# Raise Funds.

Once you've got some people registered to walk encourage them to fundraise! Your event page has built-in functionality to help individuals and teams raise money for your walk. Consider asking local businesses and organizations to sponsor your event as well, offering sponsorship benefits in return!

# T-shirt Time.

- When people register to walk with you, they'll have the option to purchase a t-shirt. Water4 will ship all purchased shirts to your walk coordinator either before your walk for pick-up or for distribution at your walk.

# Water + Buckets.

- Try and get a water source about 1/2 way through your walk path. You can borrow a water spout from a local business or church or ask your fire department to assist with water delivery
- Get buckets for every walker. Try your hardware store, they may even donate them (we're happy to help you with this)

step 7

step 8



step

2

step

10

# Stage Prep.

Consider how you want to share about Water4 and your walk's goal at the event. Use the slides and videos found at [Water4.org/host-a-walk](http://Water4.org/host-a-walk) and consider asking and adding in sponsor slides as well. Be sure to share updates on your goal to motivate giving too!

# Walk4 Water4.

You've made it! Enjoy your event and celebrate how you've changed lives through safe water! Be sure to share photos throughout the day on social media and tag Water4.

# Send All \$.

Prior to your walk, Water4 will send you an envelope with a donation form that should be completed and sealed for all check donations. At the conclusion of your event, convert all cash donations to a check and send them to:  
Water4 - 2405 NW 10th St. Oklahoma City, OK 73107

# Give Thanks.

We're so thankful that you've partnered with us in this way and hosted a Walk4Water4. Be sure to reach out to all those who attended your walk and thank them for their support and share with them updates on how their gifts made a true impact on the water crisis!



step 1

step 2

# 5 Tips

## Bonus

- Consider getting snacks and water bottles for your participants. They will have walked a long route with heavy water to support Walk4Water4.
- It may be helpful to have smaller buckets for kids. We've had some walks use gallon jugs for kids instead of five-gallon buckets.
- Think about entertainment for your walkers. Is there a sound system you could use along the route? Are there local musicians who could play from a stage? Ask Water4 about it's walk playlist!
- Follow-up with your walkers with other ways to support Water4, like giving at [Water4.org/give](http://Water4.org/give) or making a monthly gift through our program, The Core!