



**Walk4
Water4**



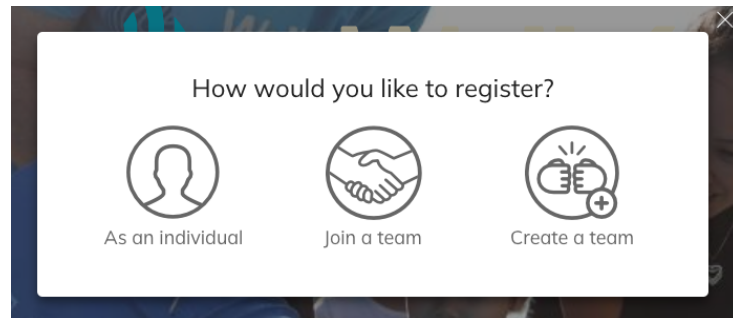
A Fundraising How-To Guide

How You Can Fundraise For Walk4Water4!

Register To Walk.

Go to Water4.org/walk  Water4.org/walk

- Click Register Today
- You'll arrive at a new page where you can click "Register"
- Three options will appear:



1. Registering yourself? Choose to register as an individual.
 2. Going as a group and know that someone else has already registered? Click Join a team!
 - a. A search bar will appear to search for your team
 3. Stepping up and being the team captain for your family or friends? Create that team!
 - a. A pop-up box will appear to lead you through creating your team name, setting your fundraising goal, and making a Team Page headline
- All registrations are free or you can make a donation of:
 - \$50 to receive a t-shirt
 - \$100 to receive a t-shirt & Simple Modern Tumbler
 - \$250 to receive a shirt, tumbler, and Water4 Quarter-zip Pullover
 - Complete the full attendee registration and click to accept the event waiver agreement
 - Click Next
 - Provide or skip the optional donation
 - Click reserve or purchase to complete your registration

 **step 1**

step 1

step

2

Investments | Insurance | Banking | Generosity

Make It Personal.

Once registered to walk, you'll get an email asking you to login and create a password. This will set up your Classy account so that you can access and edit your fundraising page!

Now you can head to Classy.org at any time, click the login button in the top right corner, and use your email and password to login.

Now it's time to make it personal!

Personalizing a fundraising page with images, messages, and goals has proven considerably more successful in raising funds.

Once logged in, you can click manage in the top right corner to begin editing the following across the "Story" and "Details" sections of your page:

- The Story - personalize your story to tell people why you're fundraising for Walk4Water4
- Fundraising Goal - \$2,700 can provide safe water to 100 people for life
- Your Profile Picture
- Fundraiser Nickname
- Page Headline
- Vanity URL - a personalized, shorter web address to share your fundraiser with family and friends

In addition, you can post updates at any time to invite and inform your donors on the impact they are making and the opportunities they have to be a part of Walk4Water4!

For more info, check out [Classy's guide to editing your fundraising page](#).

Spread The Word.

Your fundraising page is ready to go, now it's time to spread the word!

Here are some ways you can share your page with the people in your life and network!

1. Send your page to friends and family! When you do, they'll be able to make a donation to your page, or if you're walking as a team, join your team and help raise money!
2. Share on social media. Let people know how they can support you and your passion for ending the water crisis!
3. Create a Facebook Fundraiser. Click to learn how to easily recreate your Classy Fundraiser on Facebook and leverage Facebook's donation platform!
4. Consider how else you're involved in your community and share there!
 - a. NextDoor or Neighborhood Pages
 - b. PTO or School Pages
 - c. Work Groups & Bulletin Boards
 - d. Your Kids' Events & Activities
5. Invite people to walk with you! Not everyone has the means to give, so in every communication, invite them to join you at the walk, to learn more and get involved in ending the water crisis with Water4.

Don't forget to check out [Water4.org/walk](https://www.water4.org/walk) where we have some images, videos, social posts, and email templates that are ready for you to personalize and share as you spread the word!

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Take Action.

Now it's time to take action and raise that money! What can you do to bring in more donations? What is personal and unique to you?

Here are some ideas to help you get started:

1. Go Old School With A Letter Campaign -
 - a. Handwritten letters are nostalgic, personal, and always appreciated. Consider writing letters to friends and family asking for their support of Walk4Water4. Or, if you've got a lot of friends and family, type and print a letter and send it to everyone!
2. Get Your Kids Involved -
 - a. If you have kids, consider getting them involved in the cause. Run a lemonade stand, make a bake sale, or have a garage sale! Ask your kids what they'd like to do to help bring safe water to communities across Africa then help make it a reality!
3. Check Out These Unique Ideas -
 - a. There are more ideas out there than we have space to share, so [check out this site](#) with over 200 great ideas!
4. Take It To Work -
 - a. Invite your coworkers to walk with you and create a company work team
 - b. Ask your HR representative if your company can fundraise together for Walk4Water4
 - c. Suggest some incentives for fundraising like lunch brought in, additional PTO, department challenges, and top fundraiser awards

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Celebrate The Wins.

Everyone loves to be a part of a winning team. Here's how you can make the most of that:

- Check on your fundraising page often to see progress towards your goal
- Update your fundraising page encouraging people to help reach the next significant dollar figure in your goal, push towards a specific date (one month, week, day away), or highlight and thank someone who gave
- Share these updates on your social media and with friends and family
- Offer challenges and behind-the-scenes photos or videos of how you're raising money with your "Take Action" steps to help people buy-in
- Thank everyone who gives personally, and if comfortable and appropriate, publicly using Classy or social media

People will respond to your passion, investment, gratitude, and urgency!

Stop and celebrate all the generosity of your community along the way, and encourage people to know the importance and urgency of Walk4Water4!

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