

# CARRY 5 WALK FOR WATER

**Thank you for your interest in organizing a Carry5 Walk for Water in your community!** Below is a sample timeline to help you in your planning. *Note: Your walk can be as small or as large as you'd like. Some of the activities listed below are optional.*

The Water1st staff (based in Seattle) can support you by:

- providing various print & web materials
- creating an online web page for your walk
- helping to coordinate the registration process & the tracking of donations

We're available to answer any questions you may have so you can have a successful event.

## SAMPLE PLANNING TIMELINE

### 2 - 3 months prior to event:

1. Pick a suitable location
  - Need to have access to water to fill up containers (or participants can bring containers to the walk already filled with water)
  - Determine walk route for 5K distance (distance is up to you)
2. Set a date and time for the event
3. Apply for a permit (if necessary)
4. Form a committee of friends or family to work with you and to help promote the event and volunteer on walk day
5. Set a fundraising goal for the walk - and raise money toward a water project in Ethiopia, Bangladesh, or Honduras
6. Once the date, time, and location are determined, Water1st will set up an online event page for your walk where participants can both register and set up personal online fundraising pages
7. If you want, you can charge a registration fee - i.e. \$10/per walker. Water1st can set this feature up for you on your walk page

### 4 – 6 weeks prior to event:

1. **Start promoting the walk:**
  - Water1st will provide flyers and posters (see sample flyers/posters)
  - If connected to a school, religious/civic organization or company, consider giving a presentation to your community about the water crisis and show a Water1st video
2. **Start fundraising for Water1st and clean water projects:**
  - Set up your personal online fundraising page and start asking friends and family to support you.
  - For those who don't want to fundraise online, a Pledge Form is available for participants to gather donations/pledges in person
3. **Start saving plastic containers:**
  - i.e. one-gallon milk jugs, juice containers—remember to save the lids!
  - If you want to have some 5-gallon plastic containers available for the walk, go to a store such as Lowe's or Home Depot and ask the store manager if they'd consider donating some
  - You can also ask participants to bring their own water containers with them on walk day
4. **Start collecting old sheets to use as wraps for carrying water containers on backs (see photos)**
  - Ask friends to donate old sheets or go to a thrift store
  - Ask participants to bring their own sheets on walk day
5. **Solicit sponsors to underwrite your event (optional)**
6. **Solicit donations for snacks for the walk (optional)**

## **2 – 3 weeks prior to event:**

### **1. Walk through the walk route to determine location/placement of:**

- Registration table
- Table for picking up water containers
- Table for picking up sheets/wraps for water containers
- Art or activity table to occupy participants until event starts (i.e. face painting, sign/banner making station)
- Food/beverage table
- Determine area for speaker to talk briefly about the issue of water and after event to present awards (optional)

### **2. Print signs to post along the walk route**

- Water fact signs (see document) - or involve kids/students in making walk signs
- Distance marker signs so participants know how far they've walked (optional)

### **3. Recruit volunteers to run a kid-run Water1st LemonAID stand at the walk**

- See Water1st LemonAID signage
- Need 4 student volunteers
- Need 1 – 2 adults to manage the stand
- Charge \$1/cup

### **4. Communicate Walk Day info to registered participants (W1st can help with this)**

- Date, time, location of walk
- What to Bring on walk day (plastic container, sheet to wrap water on back, donations/pledge form)
- Directions to the event
- Walk Day Schedule (W1st can provide sample)

### **5. Create Volunteer Assignments for day of event**

- Set-up/decorate (balloons)
- Check-in/registration (collect money, hand out T-shirts)
- LemonAID stand
- Snack table (optional)
- Volunteers staged along walk route to direct walkers, answer questions
- Clean-up

## **Day of Event:**

### **1. Arrive 2 hours prior to event to begin set-up**

- Tables/Tents/Chairs (optional)
- Clearly mark registration area
- Have all containers ready
- Have wraps ready
- Food/drink stations
- Set-up walk route marker signs and water fact signs
- Have first-aid kit available

### **2. One-hour before event**

- Open registration (have a secure box for money with dedicated volunteer to oversee)
- Collect donations (and registration fee payments) from participants, Pre-walk activities (i.e. sign making, face painting)
- Music (live music or not)
- Have walkers begin filling containers with water
- Have volunteers available to help "wrap" the container onto each walker's back (be sure smaller walkers have safe amount to carry)

### **3. Start of Walk**

- Thank walkers, volunteers. Thank event sponsors and in-kind sponsors (if any)
- Announce walk guidelines/rules (explain the walk route...distance...where to dump water container at the end of the walk)

### **4. Closing Remarks**

- Thank everyone for participating and announce total amount raised for clean water projects!