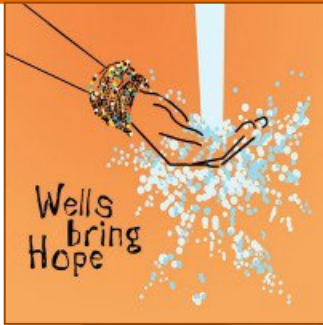


Water Circle



Water Circles are a great way to create awareness and raise funds for drilling wells to bring safe water and sanitation to rural villages in Niger, West Africa, the poorest country in the world where contaminated water kills innocent victims, most often infants and young children.

This handbook is meant to give you some ideas to raise money for your Water Circle. Keep in mind that there are a lot more ideas out there and that we are always here to help you. Should you have any questions or just wish to let us know how you are doing please contact us!

Let's get started!

I. Spreading the Word

The first thing you will want to do once your Water Circle is up and running is make sure that your friends and family are aware of what you're trying to do. There are a number of ways to do this.

Here are a few things that have worked for other WBH supporters:

- Social Media - announce your Water Circle on Facebook, Twitter, Instagram, Google+, LinkedIn, wherever you are active.
- Email - send an email blast to your friends and family, and permanently add a link to your Water Circle page to your email signature.
- Have a party or launch your Water Circle around the time of an annual celebration - announce your Water Circle in person and provide guests with directions for accessing your Water Circle page. You can make your own announcements, or order postcards from www.zazzle.com/wellsbringhope.

II. Set Goals

It is important to set a main goal for your Water Circle in order to fuel motivation. Funding a tap costs \$6,300, but your goal can be any amount and can be changed at

any time. It is also important to set smaller goals that lead up to your main goal. This will allow you to stay on track and not get overwhelmed.

Example:

Main Goal: \$6,300

- Week 1: Email friends and family to tell them what you're doing and explain why this cause is important to you.
- Week 2: Promote your Water Circle on social media.
- Week 3: Plan an event or find a race to enter and start getting sponsors.
- Week 4: Announce the amount you collected from your event and encourage your friends and family to continue their support.

III. Keep Your Campaign Active

When people start a Water Circle, they will often get several donations when they make the initial announcement, but after that, things start to slow down. The challenge is to keep the donations coming in without annoying your friends and family!

Here are a few ideas that have worked for other Water Circles:

- **Donate your birthday** – ask your friends to celebrate your birthday with a donation to your Water Circle instead of a birthday gift.
- **10 day challenge! Drink water to give water!**
Have your family and friends join you in drinking only tap water for 10 days and save all the money they usually spend in bottled water, sodas, juice, milk, etc. and donate it! The idea behind the 10 days is that you can save around \$30, which is what is needed to give water to a person for 30+ years through Wells Bring Hope.
- Have a “**potluck**” dinner or picnic, but ask everyone to bring a donation instead of food. You'll need to make sure everyone is fed! 😊
- Add a **link to your Water Circle** page to your email signature.
- Join with others in your neighborhood, religious community, book club, basketball league, etc. to hold a rummage sale.
- Sign up for a **run, walk, or bike ride**, and ask people to pledge a certain amount per mile completed.
- Hold a limited time **matching campaign** where you (or a sponsor) match all donations to your Water Circle.

Check out more creative fundraising ideas [here](#) and [here](#)!

Dates to Keep in Mind

Any of these days could provide a good starting point for an event, fundraising effort, or just an emailed reminder about what you are doing. At the bottom of this page, you'll find an email template that can be used during the holidays or adapted for any time of year.

World Water Day – March 22nd

- It is held annually as a means of focusing attention on the importance of freshwater and advocating for the sustainable management of freshwater resources.

International Women's Day – March 8th

- It is a global day celebrating the economic, political and social achievements of women past, present and future.

Day of the Girl – October 11th

- The mission is to help galvanize worldwide enthusiasm for goals to better girls' lives, providing an opportunity for them to show leadership and reach their full potential.

World Toilet Day – November 19th

- The goal is to stimulate dialogue about sanitation and how many live without it and break the taboo that still surrounds this issue.

Giving Tuesday – the Tuesday after Thanksgiving

- It is a movement to create a national day of giving to kick off the giving season added to the calendar on the Tuesday following Thanksgiving, Black Friday and Cyber Monday.

Human Rights Day – December 10th

- Provides an opportunity, every year, to celebrate human rights, highlight a specific issue, and advocate for the full enjoyment of all human rights by everyone everywhere.

Suggested Holiday Email Template:

Dear Friends and Family,

In this season of giving, I ask for your support of the Water Circle that I created with Wells Bring Hope. I started it to raise money to fund a well and bring safe water to a rural village in Niger, West Africa, the poorest country in the world.

100% of all donations go directly to funding a well. I hope that you will join me in saving lives with safe water.

P.S.: Just \$30 brings one person safe water for a lifetime!

Thank you again for your time and consideration.

We hope this will help you get started and we look forward to hearing from you soon!

