Thank you for taking the time to create a Water Circle in your school! Water Circles are a great way to create awareness and raise funds towards 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 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 need any new ideas, have any questions or just wish to let us know how you are doing please contact us! We will be checking in with you but we’d like to emphasize that we are always happy to hear from you too.

Let’s get started!

Involve Your School, Create a draft schedule and set a Financial Goal

Anyone can start a Water Circle, but Water Circles run by students and school clubs are often particularly successful because they have a built-in audience. The key to having a successful Water Circle is appealing to that audience correctly.

A combination of raising awareness and raising funds is key to get people involved in this great cause. It is important to set awareness event dates and a financial goal for your Water Circle in order to fuel your motivation and to let others know what you are trying to achieve. Funding a well costs $5,600, but your goal can be any amount and can be changed at any time. For example,
You can consider setting a small goal initially and then raise it once you have achieved a certain level of success. It may also be important to set a smaller goal initially to avoid getting overwhelmed. Remember that you set your own time and this is not something that needs to be done overnight but rather takes time to get people involved and raise both awareness and funds.

You might want to consider a schedule that includes:

- Announcing the Water Circle at a school assembly and asking others to join you.
- Having brainstorm sessions with those who are interested and starting to plan a fundraising event.
- Putting up awareness building posters about your fundraising event, including its financial goal and sending emails to friends and family.
- Thinking ahead about dates for different awareness and fundraising events.
- Setting meeting dates with your team to schedule and begin planning for future events.

**Spreading the Word**

Once you have a draft schedule and a financial goal, you can contact us to create your Water Circle page on our website. This will help you spread the word as you want to make sure that your friends and family are aware of what you're trying to do. With your Water Circle page up you will have 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 add a link to your Water Circle in your email signature.
- **Have a party or launch your Water Circle with a celebration** - announce your Water Circle in person and provide guests with directions for accessing your Water Circle page. You can make your own, or order postcards from [www.zazzle.com/wellsbringhope](http://www.zazzle.com/wellsbringhope).
- **We have WBH rubber bracelets** (like the yellow Livestrong ones) that we can send you for promotion and fundraising.

**Ideas to raise awareness and money.**

Below are examples of ways to raise money for your Water Circle. Remember to make posters, signs, or stickers to encourage others to get involved with Wells Bring Hope and to educate people about the facts related to the worldwide water crisis.
• 10 day challenge! Drink water to give water!
  o Get students to 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. The idea behind the 10 days is that you can save around 30 dollars which is what is needed to give water to a person for 30+ years through Wells Bring Hope.

• Tournaments
  o Carry the water bucket across the school football field (or a sport’s court) and let people have a taste of what people have to do every day in Niger to get water. This activity is great to raise awareness.
  o Three-legged race
  o Egg toss
  o Guess how many marbles are in a jar
  o Providing a small prize for the winner of any of these activities can get many participants. Any of these activities can have a cover fee for anyone who wants to participate, $1 or $5 or even $10.

• Movie night at the auditorium
  o Set up a movie night and charge an entrance fee.
  o You can also sell gourmet popcorn to be delivered at this event.
  o Click here for more information on gourmet popcorn.

• Bake Sales
  o Great way to raise money and satisfy a sweet tooth!
  o Have students bring baked goods to sell before or after school, during lunch hour to raise money for your Water Circle and spread the word!

• “Gobble Grams”**
  o Students and Teachers can buy cards to be delivered to another student, faculty, or themselves.
  o This idea can also be utilized for other holidays, such as Easter (candy-filled eggs), Valentine’s Day (roses or carnations), Christmas (candy canes), Halloween (candy).
  **An example of a “Gobble Gram” is included in this document and can be provided as a PowerPoint slide to be customized by you.

• Coin Competition (“Change for Hope”)
  o Place a row of 5-gallon water jugs in the courtyard, school office, or somewhere noticeable.
  o Label each jug with a different grade level and one for faculty.
o You can tape-off the jugs at different levels and the first group that reaches each goal receives a corresponding prize.

• Hold a “Coffee House”
  o Have students share their musical or poetic talents at a night event at school.
  o Charge an entry fee to the event with the proceeds going to your Water Circle.
  o Encourage performers to theme their poems or songs about water.

• Car Wash
  o Hold a car wash after school or on the weekend to appeal to parents.

• Electronics Re-cycling Day
  o Ask if this is something your school will allow you to set up.
  o Students and their parents can bring in electronics items that you can re-cycle
  o There are organizations that set up and run these for charitable causes—ask us for more info if you’re interested

• Raffle
  o Sell raffle tickets before and after school to get students and parents to buy tickets, and also during lunch or any other time.
  o Put together a few small baskets with items students are willing to donate for people to win in the raffle. Students can bring oranges picked off a tree in their backyard or purchased in bulk, make cookies, contribute stickers they are willing to donate, etc.
  o They could also ask local merchants to donate something, like a free lunch for a family, movie passes, price off certificates for ice cream

• Student/Faculty Tournaments
  o Hold a student vs. faculty tournament for a $5 or $10 entrance fee.
  o Basketball game, dodgeball game, dance off, volleyball game, etc.

• Contests
  o Hold a contest during lunch for students to participate in for a small fee.
  o Provide a prize for the winner to motivate students/faculty to participate.
  o Hot Dog Eating Contest, Push Up Contest, etc. Be creative to draw a crowd!
  o Creative bookmark making contest, with a few faculty as the judging panel

• Face Painting
  o Have a face-painting stand during school events, lunch, or holidays and charge each student a small amount to participate.

• Creative Grab Bags
• Fill bags with little goodies and sell them to raise money for your Water Circle!
  • Find things to fill the bags at the Dollar Store or donate things from around the house—Post-It Notes, pens, stickers, etc.

• Auction
  • Call, email, and write to local businesses to ask for donations; then hold an event where you auction off the donations.
  • Hold the event after school and include parents if you want to bring in the big bucks!
  • Check out the Chadwick Water Circle and Kate McEvilly’s blog to read about a really successful auction.

• Awareness campaigns
  • Plan an event for World Water Day, usually around the third week in March
  • “Deck the Stalls” with information about water and sanitation in honor of World Toilet Day on November 19th.
  • Place posters with facts about the world water crisis near all the water fountains on campus.

• 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 of fundraising effort.

**World Water Day**
• March 22 every year
• It is held annually as a means of focusing attention on the importance of freshwater and advocating for the sustainable management of freshwater resources.
• We think this is one of the best dates to do an event since many other safe water organizations promote this too so awareness will likely be greater
• It is also totally focused on the issue of safe water

**International Women’s Day**
• March 8
• It is a global day celebrating the economic, political and social achievements of women past, present and future.
• Between the two March events, we’d recommend World Water Day

**Day of the Girl**
• October 11
• 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.

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.
• We’ve had a positive experience with a fundraising campaign on this day

World Toilet Day
• November 19
• The goal is to stimulate dialogue about sanitation and break the taboo that still surrounds this issue.

Human Rights Day
• December 10
• 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.

Thank you again for your time and consideration.
We trust this will help you get started and we look forward to hearing from you soon!
Gobble Grams
Wednesday, Thursday, Friday
Upper School Plaza
Lunch
$1.50
Send one, send a lot
Send ‘em to your friends
Send ‘em to your teachers
Send ‘em to your coaches
Send ‘em to yourself…
It’s easier than sending a real turkey

All proceeds benefit Wells Bring Hope
Thank you! -CORE

Gobble Grams will be Delivered during HR on 11/19
KEEP CALM AND GOBBLE ON

KEEP CALM AND GOBBLE ON
In the US office, you will notice a row of 5-gallon water bottles, each labeled with a different Grade Level and one for Faculty.
Each bottle is taped-off into three levels. The first group to reach each level will win the corresponding prize!
ALL change donated will then go to Wells Bring Hope to help build a well in Niger, Africa.

Will your Grade win and will you help this great cause?!