

Fundraising Cheat Sheet

Our top tips for helping create lasting change

Step one: Be inspired

Learn why water is important and see the difference your fundraising will make.

To do: Know why you're running. Check out 6kforwater.com.au for all the inspiration you'll need.

Step two: Start planning

Set goals and aim high! Create your story and share. You'll be surprised by how much people are willing to give to support your efforts!

To do: Set a target and tell everyone about it!

Step three: Get personal!

Did you know fundraising campaigns perform better when there's a face behind them? Add a personal touch to your communications, especially for close friends and family.

To do: Update your participant page with a profile picture, plus a photo or video of yourself. Share your story!



With your help, we can reach one new person with clean water every 10 seconds

Step four: Get social

Let people know that Global 6K for Water is for everyone; family, friends, children – even pets! Share your fundraising page on Facebook or Twitter and share updates on Instagram. Grab attention with flyers, posters and engaging social media posts that let people know why you're running!

Check out our sample Facebook post:

I'm running the #6kforwater! Ready to support me and people around the world in the fight to help bring clean water to children and communities in need? Even a little can help achieve a lot. Please donate through my fundraising page here: [copy and paste the link to your everydayhero page]

Get creative – make it fun! Change it up, don't spam your audience, educate and engage! Make your social media presence felt. Your event can reach thousands. Ideas include:

- Encouraging people to donate by promising attainable (and humorous) rewards.
- Sharing images from our Global 6K for Water resources page, or why not create your own?
- Creating short videos, Instagram and Facebook stories of your preparations for race day.
- Posting a good meme to catch people's interest!
- Asking your team to post photos tagging [#6kforwater](https://6kforwater.com.au) and [@WorldVisionAus](https://www.facebook.com/WorldVisionAus)

Remember to tell your donors where the money goes – we've made this easy by providing you with shareable social media tiles. Download them at 6kforwater.com.au. Share regular updates on how you're tracking so supporters can see the difference their money is making.

To do: Thank your donors! Share the impact that World Vision can make through your fundraising efforts.