

10 steps to WE Walk For Water

This section will help you support your students through each step of their WE Walk For Water fundraiser. It is designed to complement your students' WE Walk For Water Student Guide, and elements of the Student Guide will be referenced in this guide where applicable. From planning a walk to setting up an online fundraising page to reflection questions, below is an overview of the contents in the Student Guide so you can support your students:

Pledge Form

Stickers

The collage features three main items:

- Sticker:** A blue sticker with a yellow faucet icon at the top. The text reads "WEwalk for water" in white and blue, followed by "10-Step Student Guide" in a yellow box. Below this, it says "HELP TURN CLEAN WATER ON FOR PEOPLE AROUND THE WORLD" in yellow.
- Pledge Form:** A white form with the WE logo at the top right. It includes fields for participant name, address, city, postal code/ZIP, email, walk location, and team/school name. It also has a section for donor information with checkboxes for cash or check donations.
- Tracking Poster:** A blue poster with a large white water droplet shape. Inside the droplet, it says "CLEAN WATER ON" in yellow. To the right of the droplet, there's a section titled "Our Goal" and "Lives Changed (\$25 = 1 life changed)". At the bottom, it says "Way to Walk, Fundraise. Every \$25 gives one person clean water for life." and "Track your fundraising progress! Fill in your goals along the side and watch as the water droplet fills up to create life-changing impact." The WE logo is at the bottom right.

10-Step Student Guide to WE Walk For Water

Tracking Poster

Step 1: Learn more about water

Assign roles

Together with your students, learn more about how clean water affects communities around the world. Support them in spreading awareness about your cause by sharing what you've learned. These facts can be found in the Student Guide:

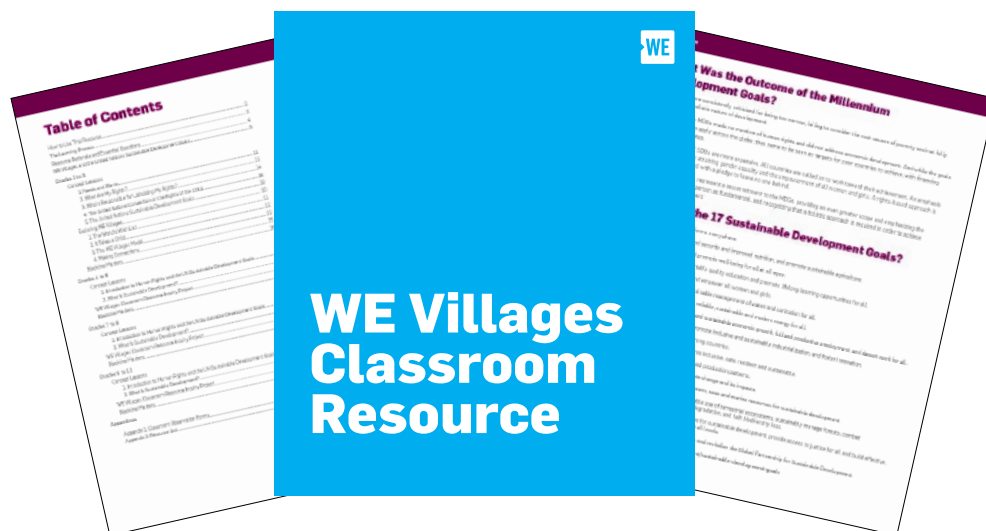
- By 2050, at least one in four people will live where a lack of fresh water will be either chronic or recurrent.
- A recent survey of 100,00 health care facilities in developing areas found that more than 50 percent lack running water and soap.
- In countries dealing with conflict, children are four times less likely to have access to basic water services.
- Forty percent of the world's population is affected by water scarcity.

Discuss as a class

Explore the issue further by asking your students questions like:

- If you've participated before, why is it important to continue fundraising?
- How would your daily routine change if you did not have access to clean water?
- Why do you think millions of people still don't have clean drinking water?
- What do you think needs to be done to make clean water accessible to everyone?

Enhance your students' learning with the WE Villages Classroom Resource at online.flippingbook.com/view/837759/.



Engage your students

Dig deeper into the water crisis issue with your class using our WE Schools resources, which are designed for educators to enhance student learning.

Global Voices

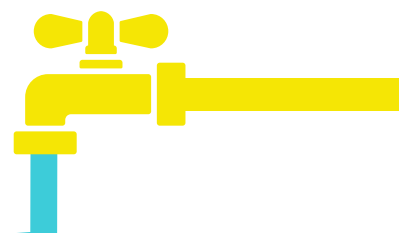
Each week, receive our Global Voices column that dives into current events, topics and issues affecting the world, and sparks class discussions on the themes you'll read about. Plus, every month, one column will include a classroom resource with an activity and fact sheet to help you engage your class further on the topic.

Learn more about our Global Voices column at [WE.org/we-schools/columns/global-voices/](https://we.org/we-schools/columns/global-voices/).

WE Stories

Inspire your students with WE Stories. From real-life stories of the remarkable communities we work with to profiles of incredible young difference-makers, we're excited to share with you and your class do-good stories of transformation, hope, resilience and so much more. Read our stories together as a class and ignite your students' passion to change the world.

Learn more about our WE Stories at [WE.org/stories/](https://we.org/stories/).



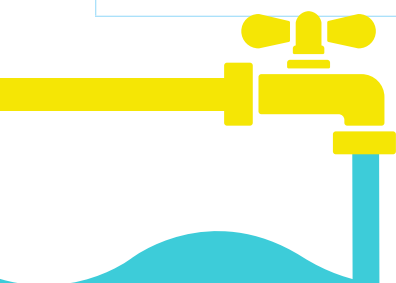
Step 2: Explore our classroom resource

Our WE Walk For Water Classroom Resource is designed to support educators in raising awareness about the global water crisis with students and empowering them to take action. This resource will engage classrooms and can be used alongside your WE Walk For Water fundraiser through experiential service-learning.

It includes lesson plans and activities that will take students through the steps of WE Schools to understand the current global water crisis and how it impacts people and communities. As part of the learning process, students will reflect on what they've learned and how they see themselves as part of the solution, with their fundraiser event as their culminating activity.

Visit [WE.org/wewalkforwater](https://www.wewalkforwater.org) to download the lesson packages.

Classroom Resource			
WE Walk For Water Classroom Resource: Creating an experiential service-learning opportunity about access to clean water.			
Grade Level	Subject Connection	Learning Goals	Skills Developed
1 to 8	Social Studies Science Language Math Health and Physical Education	<ul style="list-style-type: none">• Develop an understanding of water as a human right.• Learn how the water crisis is affecting people and communities around the world.	Action planning Research and writing Argument formation Organization Reflection Information literacy Critical thinking Leadership skills
9 to 12	Science Geography		





Step 3: Engage your class with a WE Villages activity

Prepare your students for your WE Walk For Water event with this activity that will help them gain perspective on the issues women and girls face when embarking on a water walk.

Objective

In this activity, students will build empathy for women and girls who spend hours every day walking to collect water. They'll learn about how these women and girls miss out on opportunities like attending school, understand why access to clean water is so important and discover how to take action.

Materials

- Spoons for students (or cups for younger students)
- One full glass of water and one empty glass (or bucket for younger students)
- Printed signs with the phrases: school, going to work, cooking, self-care, family time, university, starting a business, taking care of children
- Tape



Set up

- Create a path for students to walk with a full glass of water at the start and an empty glass or bucket at the end. Use markers to clearly define the route (e.g., from the classroom to the gym and back).
- Along the path, place printed signs (found in the materials list on page 26) in spots that aren't immediately obvious (e.g., top of a locker).

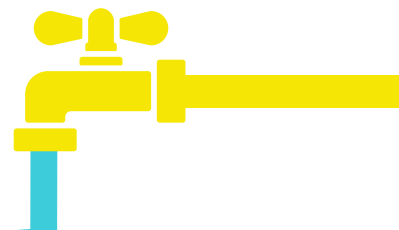
Directions

1. Give each student a spoon and have them fill it with water from the glass at the path's start. For younger students, give each student a full glass of water.
2. Have students walk along the path in silence without spilling their water.
3. At the end, have students place the water from their spoon or cup into the empty glass or bucket and ask if they saw anything during their walk. If they didn't, ask them to walk the path again. If they did, ask them to have a seat until everyone is finished.
4. Continue until a majority of the group sees the signs during their walk.
5. Bring the class together to reflect on the activity and bring the water glasses from the start and end of the path to refer to in the debrief.

Reflect

Ask your students to reflect on their experience using questions such as:

- What did you see on your walk?
- How did you feel carrying water while being aware of your surroundings at the same time? Why?
- What do you think the signs represent?
- How does the activity connect with the issue of women and girls walking for water?
- What other things could we add to these signs? What else are women missing out on from their water walks?
- How much water do you think we collectively dropped on our walk? Use the visual of the two glasses to examine how much water was dropped.
- What does dropping the water represent?
- How would it impact your family if the women in the family had to walk six kilometers for water that you needed for cooking, bathing and drinking?
- What are some small ways we can impact this issue?



Step 4: Plan your fundraising event

By joining the WE Walk For Water movement, you're joining a global community with a mission to turn clean water on for all. From investigating the issue further to brainstorming fundraising ideas, help your students plan a successful event to raise awareness and funds for your cause.

Investigate

Ask your class questions about what they've learned to create an action plan for a successful event. Here are some example questions:

- Why are you raising money for clean water?
- How will you raise money and awareness?
- Why is raising money for clean water important?

Set a goal

It's important for your students to set a goal to reach for their fundraiser. To help them, ask questions such as:

- How many people are you aiming to give clean water to?
- How will you know when you've reached your goal? Do you have a target number of participants or a certain amount of money to raise?
- How will your goal support the event?
- When do you want to have your goal reached by? E.g., May 10, the official day for our WE Walk For Water campaign.
- Consider aiming for \$25, which gives one person clean water for life!

Brainstorm fundraiser ideas

No action is too small or big to make a difference. What actions or events will you and your students plan to contribute to your WE Walk For Water fundraising goal? Here are some ideas:



Water relay

Schedule different classes to take turns for a water walk. When one class returns, they tag the next class to go on their walk until every class has gone.



Water race

Host a friendly competition with your school to raise money.



Walk for water

Simulate the walk that millions of girls and women do to fetch water every day.

Assign roles

To set your event up for success, have students choose a role they'll be responsible for based on their individual strengths and passions. Guide them to think about what roles they'll need for the fundraising events they'll be hosting, such as:

Fundraising team

Treasurer, social media gurus, poster-makers, outreach speaker, etc.

Event team

Tech crew, volunteers, crowd pumpers, water advocates, etc.

Educational team

Water advocates, researchers, etc.

Make a list

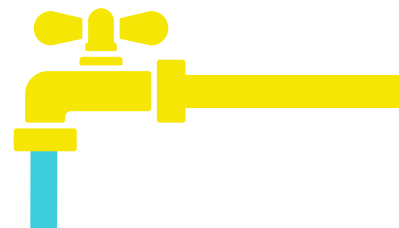
Have students make a list of items they'll need for the event. For example:

- Camera
- Signs
- Donation forms
- Posters
- Tables and chairs (for a sign-in booth)
- Speakers
- Collection jars
- Comfortable shoes and clothing (for a walk)

Spread the word

Help your students spread the word about your fundraising efforts in the lead up to your main event on May 10. Throughout your campaign, inform people about why you're fundraising, who you're fundraising for and the impact you're making, and why it matters. With each fundraising event, your class is one step closer to reaching their goal. Encourage your students to use these resources to get the word out there:

- Download resources at [WE.org/wewalkforwater](https://www.wewalkforwater.org) to support your fundraiser.
- Find posters inside to promote your event and educate others on water facts.
- Remember to use [#WEwalkForWater](https://www.wewalkforwater.org) and tag [@WEmovement](https://www.wemovement.org) in all of your WE Walk For Water social media posts.
- Raise awareness and inspire others to join your cause by sharing real-life stories of impact from [WE.org/stories](https://www.wewalkforwater.org/stories).
- Educate and inform others with facts on water and info on your event.



Ways to fundraise

Encourage students to brainstorm fun, environmentally friendly fundraiser ideas to raise awareness and funds for your cause. Here are some ideas to get you started:

Water droplet badging

Choose a day where everyone wears a water droplet badge to raise awareness on the water crisis and collect donations from those participating. Go all out and dress in blue and paint people's faces blue, too!

Water bottle crafting

Set up a crafting booth where students can repurpose and personalize their own used water bottles and collect a fee from participants.

Scavenger hunt

Create a route and a list of items to find or tasks to do that relate to water (e.g., find a blue water bottle), and have participants compete to win first place. Collect a fee to participate.

Waterfall wall

Sell paper water droplets for students to write facts, words of encouragement or inspiring messages on, and display them on a school wall or the blackboard.

Dunk tank

Charge participants for a chance to dunk the school principal or other local celebrity!

Water carry

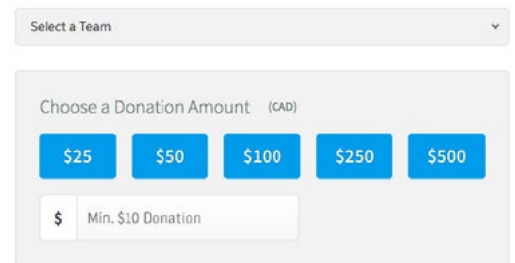
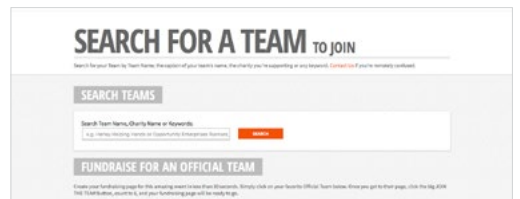
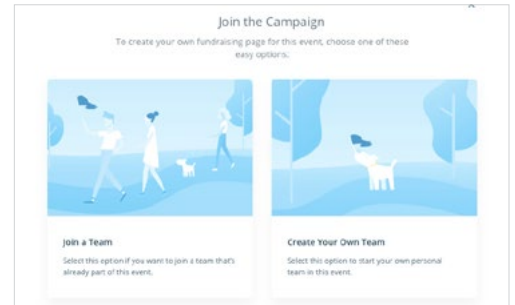
Challenge students in your school to carry a jug of water with them throughout the day. Participants can collect pledges for every hour the jug is carried. Don't forget to repurpose the water when you're done!



Step 5: Set up your CrowdRise page

Fundraising made easy with CrowdRise, an online platform dedicated to charitable giving

- 1 Choose the country you are located in.
- 2 Click “Join campaign” to join the WE Walk For Water campaign. You’ll then be able to join an existing team or create your own team.
- 3 If you choose to join an existing team, you can search for the team name, charity name, team captain name or other keywords. Once you find the team you want to join, head to their team page and click “Join the team.” And that’s it—you’ll have set up your own fundraising page as part of that team!
- 4 If you choose to create your own team, just fill out the form with your team name, fundraising goal and contact information.
- 5 After setting up your team page for your school or group, students can create their own individual fundraising page under your team’s page.
- 6 Track all your donations through each page and watch as all individual donations add up to your team’s goal!
- 7 Share your fundraising page with friends, family and community members. Donors will be able to see who’s participating in your event, what your goal is and why raising money for clean water is important.



FAQs

If you’re experiencing issues or have questions about CrowdRise, head to support.crowdrise.com/hc/en-us.

Need help?

Contact your Program Manager and he or she will be happy to assist you.

Making an impact

The funds you raise will go toward a project or program under the WE Villages Water Pillar, ensuring a sustainable and holistic solution is implemented in developing communities around the world that coincides with their specific needs.



\$25

Clean water for life

Provide one person with clean water for life.

\$1,000

Clean water for a community for life

Provide a community of 40 people with clean water for life.



\$250

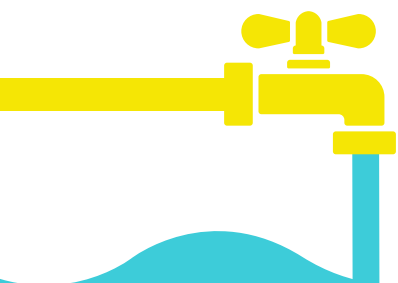
Clean water for a family

Provide a family of 10 with clean water for life.

\$5,000

Clean water system for a school

The gift of a well provides the tools to break the cycle of poverty and build a brighter future for students and the school.



Step 6: Plan your walk

What type of walk you will do?



Classic walk (Five kilometers)

Gather your school for a walk around the track, in the gym or in your local community.



Relay walk (Five to 10 kilometers)

Get everyone involved and active for a relay walk where you determine the distance breakdown.



Customized walk (Symbolic walk where you choose your distance)

Get creative and customize your walk. Switch it up and have everyone dance for a portion of the route to keep things fresh and fun!

Choose the weight you will carry:

Women and children in developing communities carry 40-pound jerry cans filled with water back to their home, up to a few times a day. Simulate this experience during your event by choosing something to walk with that has a bit of weight to it. Examples include light weights, backpacks filled with books and do-it-yourself jerry cans. (Activity can be found at WE.org/wefamilies/jerrycan.)

Assign roles:

Keep your class on track for a successful walk by assigning roles and tasks to students or have them choose their own roles based on their strengths and passions. Consider what roles you and your students will need for a walk like:

- Poster/sign-makers
- Social media gurus
- Volunteers
- Walk leaders
- Group T-shirt makers
- Photography crew

Map it out

With your students, prepare for your walk by researching a route that's safe and accessible for all. Have students get creative and draw a map to share with participants, the school and community.

Make a list

Have students make a list of items they'll need on the day of the walk. Here are some items to consider and include:

- Signs and flyers
- Sunscreen and hats
- Comfortable clothing and shoes
- Water (to drink during their walk)
- Camera
- Permission forms

Create a schedule

Ensure your students have time to prepare and complete their walk with time afterwards to reflect on the experience. Below is a suggested schedule for your walk. Adjust accordingly for your group or school.

9:15 a.m.

- Review your route as a class or group and remind students of why they're walking.
- Invite speakers to get participants inspired and excited.

10:00 a.m.

- Start your walk (as a class, relay or customized version).

11:00 a.m.

- Regroup in the gym or classroom and celebrate your actions. Enjoy some time to chat about your walk, rehydrate and have a snack.

11:15 a.m.

- Debrief the walk and how it impacted students. See page 36 for suggested reflection questions.

Spread the word

Let everyone know about your WE Walk For Water celebration on May 10. From local politicians to news outlets, help your students spread awareness about your event and cause, and encourage more people to get involved. See page 29 for more resources to help you spread the word.

One way that's both inexpensive and effective is using social media. From Instagram to Twitter, here are some tips on how to use social media for your WE Walk For Water walk:

- Remember to use **#WEwalkForWater** and tag **@WEmovement** in all your WE Walk For Water social media posts.
- Include your CrowdRise fundraising page link wherever you can on your social media profiles and posts.
- Reach out to social media users with large followings so they can help you reach a larger target audience.
- Include strong calls to action in posts, such as "Share this post" and "Donate here."
- Check out our Social Media Toolkit with ready-to-go images and captions to help you spread the news about your event.

Step 7: Take action and walk

Event day

On May 10, it's time to take action for WE Walk For Water. From gathering all your materials to reflecting on the experience, here are some reminders to help you execute a successful walk.

Before the event

- ☐ Have students choose a fact that stands out to them and inspires them to walk and support WE Walk For Water.
- ☐ Ensure the route you've chosen is accessible and safe for everyone involved.
- ☐ Make school announcements and visit each classroom to remind everyone about the event and cause.
- ☐ If permission forms are needed, make sure to have them all turned in before your walk.

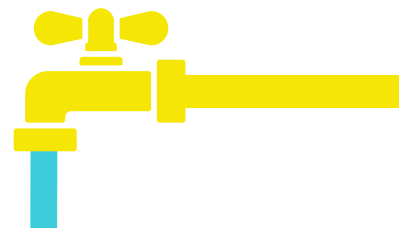
During the event

- ☐ Stay organized and follow your schedule or route.
- ☐ Depending on the region or area of your walk, remember to acknowledge the traditional territory of the Indigenous people of the area.
- ☐ Pass out flyers or cards with information about how people can donate and get involved.
- ☐ Post photos on social media using #WEwalkForWater.

After the event

It's important to celebrate and share the success and impact of your campaign and to reward your students for all their hard work.

- ☐ Share photos of your actions with your school community and WE Schools Program Manager.
- ☐ Record the highlights and challenges of your event day and create a video to share with your school and community.
- ☐ Celebrate with a class party, assembly or by participating in a WE DayX.



Step 8: Reflect and share your impact

After your event, make sure to block off some time for reflecting with your class. Think about the experience of running the event, the impact your students helped make and how your students feel about it. Below are examples of questions to ask your students.

- What was the highlight of the campaign and event?
- Did you run into any problems? How did you solve them?
- How did taking action on one issue make you aware of other issues?
- How will you continue to make an impact?
- How much money did you raise toward your goal?
- Why are you grateful for access to clean water? How would your life be different if you did not have access?
- How will your actions create an impact in developing communities worldwide?
- How did it feel taking action as an individual, group of youth, school or community to support a global community? What did you learn?
- How will you continue your WE Walk For Water efforts?



Step 9: Show your gratitude

Remind students to thank everyone involved in their campaign including friends, family, donors, sponsors, participants and volunteers. Have students show their gratitude to all those who gave support and helped your class make an impact by:

- Making thank you cards for volunteers and donors.
- Writing a letter of thanks to people who supported them along the way.
- Creating a gratitude jar where students place names of everyone who donated and supported into the jar. Keep the jar in the classroom to honor your event and impact, and ask students to take turns sharing names and why they're thankful.

Get creative with your students and come up with even more fun ways to say thanks. Here are some ideas to get you started:



Create a thank you video

Film your class saying thank you and send the video to all those who participated.



Donor spotlight

Highlight donors on social media or at an assembly.



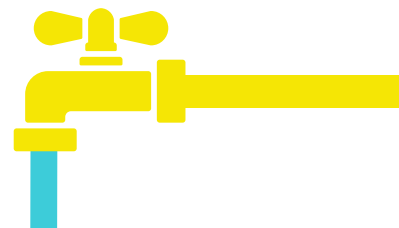
Create a thank you cheer

Get your students on their feet and come up with a fun cheer and/or dance to say thanks. Perform it at an assembly or film it to send to your donors.



Make a photobook or flipbook

Collect all the photos from your event (and, if possible, photos from the impact you made) and create a photobook to share with donors.



Step 10: Submit your donations

Make sure everyone knows when your campaign is coming to an end so that they can get their donations in on time on CrowdRise.

If you didn't set up a CrowdRise fundraising page, no worries—you can still submit your donations in through mail, online and phone.

Mail

Fill out the WE Walk For Water donation form, found on the following page or download at WE.org/wewalkforwater. Mail your donations to:

Canada
WE Charity
339 Queen St. E
Toronto, ON M5A 1S9

United States
WE Charity
300 W. Adams St. Suite 1000
Chicago, IL 60606

Online

Head to WE.org/donate.

CrowdRise

Go to crowdrise.com/wewalkforwater.

Phone

Call your WE Schools Program Manager if you have any questions.