



# Walk for Water Race Toolkit

Thank you for joining the Blood:Water Walk for Water Virtual Race! Your participation and fundraising efforts will make a significant impact in ending the water and HIV/AIDS crises in sub-Saharan Africa. This toolkit is designed to provide you with all the resources you need to set up and succeed in your virtual race.



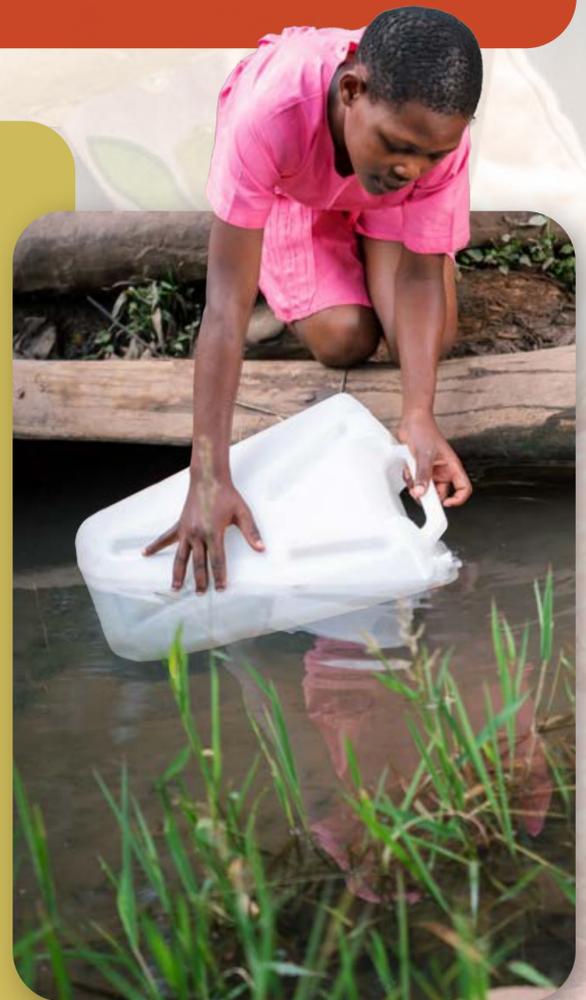
# Guide to Setting Up Your Virtual Race

**Race Details:** Welcome to the Blood:Water Walk for Water Virtual Race! Our goal is to collectively walk, run, roll, or move 30 miles in 30 days. Every step you take brings us closer to our mission of providing clean water, sanitation, and hygiene to communities in need in Africa.

**Campaign Goal:** Our campaign aims to raise \$10,000, which will bring life-changing support to an entire community by providing clean water, sanitation, and hygiene facilities. Remember, just \$40 can transform one person's life with clean water FOR LIFE.

## Setting Up Your Fundraising Campaign:

1. Visit our online portal at [website link].
2. Click on "Start Fundraising" and create your account.
3. Personalize your fundraising page with your story and reasons for participating.
4. Set a fundraising goal that inspires you.
5. Share your page with friends, family, and on social media.
6. Keep your supporters engaged by updating your progress and sharing your journey.





## Tips for Fundraising Success:

1. Craft a compelling story: Share why you're passionate about the cause.
2. Set a goal: Aim high, and people will be motivated to help you reach it.
3. Personalize your messages: Send personalized emails and texts to potential donors.
4. Leverage social media: Regularly post updates about your progress and why this cause matters.
5. Thank your supporters: Show gratitude and keep them engaged throughout the race.

## Social Media Graphics

Share your journey and engage your friends and followers with eye-catching graphics.

You can access the graphics templates on Canva: [[Canva Template Link](#)].

Don't forget to use the Facebook profile frame found here [[LINK](#)] and the hashtag [#walkforwater](#) when posting pictures or videos of your virtual race.

## Email and SMS Templates

Encourage your friends and family to support your campaign with these customizable templates:

# Email Template

 | New Message |   

To:  cc:  bcc:

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Subject: Join Me in the Blood:Water Walk for Water Virtual Race!

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Hey **[Friend's Name]**,

I hope this email finds you well. I'm excited to let you know that I'm participating in the Blood:Water Walk for Water Virtual Race! This month-long event aims to raise funds to end the water and HIV/AIDS crises in sub-Saharan Africa. I'm reaching out to you because your support can make a real difference— not only in the distance I go but in the lives of people in sub-Saharan Africa who have to walk miles every day just to access water.

This race isn't just about covering a certain distance; it symbolizes the incredible challenges that women, children, and men face daily to obtain something as fundamental as water.

Imagine having to travel miles every day, sacrificing precious time that could be spent on education or other essential activities. Picture the struggles these individuals endure just to secure water that is often dirty and contaminated with diseases.

By participating in this race, I'm standing in solidarity with these individuals and communities. I'm taking steps to raise awareness about the urgent need for clean water and sanitation. Every stride I take represents their journey, and every dollar I raise will directly contribute to ending the water crisis in sub-Saharan Africa.

I would be incredibly grateful if you would support my campaign by making a donation. No amount is too small, and every contribution brings us closer to providing clean water and better lives for those in need.

You can find a link to my race campaign page here!

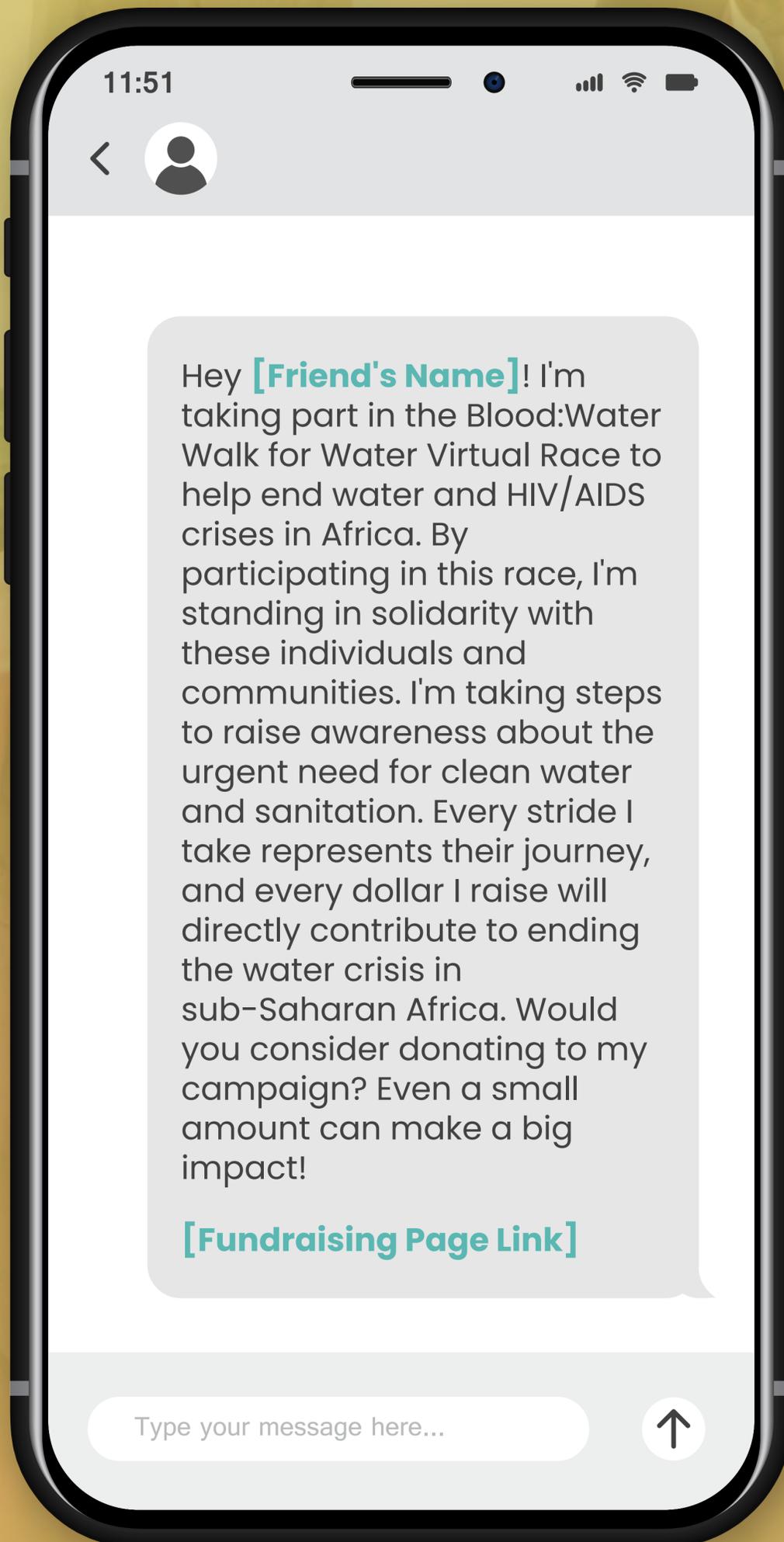
**[Include a link to your fundraising page.]**

Thank you so much! Together, we can create lasting change for people in need.

Best regards, **[Your Name]**

# Text Template



11:51



Hey **[Friend's Name]**! I'm taking part in the Blood:Water Walk for Water Virtual Race to help end water and HIV/AIDS crises in Africa. By participating in this race, I'm standing in solidarity with these individuals and communities. I'm taking steps to raise awareness about the urgent need for clean water and sanitation. Every stride I take represents their journey, and every dollar I raise will directly contribute to ending the water crisis in sub-Saharan Africa. Would you consider donating to my campaign? Even a small amount can make a big impact!

**[Fundraising Page Link]**

Type your message here...



# Race Preparation Checklist

Before you embark on your virtual race journey, make sure you're well-prepared. Here's a checklist of supplies you'll need:

Plan your route!

Reusable water bottle

Comfortable walking or running shoes

Proper clothing for your chosen activity

Sunscreen

Hat or cap

Pedometer or fitness tracking app

Positive attitude and determination!

## Printable Race Bib:

Click [[here](#)] to download and print your personalizable Blood:Water Walk for Water Virtual Race Bib. Write your name or team name, and bib number to proudly wear during your virtual race.

