



Organizer's Handbook

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The first step is the hardest.

But you've already taken it.

You've got a cause you care about and you want to take action. But not by yourself, you want to invite the people around you to take action as well. We are grateful for this. And the people we serve are grateful as well.

20 Liters stands by the passion of our supporters. We want to enable you to be a voice for the most vulnerable. We want to help you achieve your goals because you're helping us achieve ours.

The entire 20 Liters team is here to help you be successful. Never hesitate to reach out, ask for help and make suggestions. Our info is on the bottom of every page because we want you to use it.

Thank you for walking with us,



Chip Kragt | Managing Director

Why?

Why Water?

This may seem obvious, but water is essential to life.

What's less obvious is that 663 million people have no option but to drink dirty water. And that's not just inconvenient, it's deadly.

- Dirty water kills more people than all forms of violence, including war
- Waterborne diseases are the leading cause of death globally for children under the age of five.
- Every 20 seconds, a child dies of a water related disease.

We believe that a problem this basic, on a scale this large, is completely unacceptable.

When we solve the dirty water problem, we solve a lot of other problems too.

Clean water brings health, prosperity, opportunity, and life. So let's bring clean water.

Why Walk?

Living in the developed world means we don't have to work very hard to get water.

We walk across the room to fill a glass. But the rest of the world walks a lot farther.

The average person in Africa and Asia walks 6 kilometers to collect water everyday. And it's not a choice. If they don't walk, they don't have water for drinking, cooking or cleaning.

We walk because it connects us with the people who need clean water. We walk because they walk.

Resources

Your success is our goal. We have lots of stuff to support your walk, some you can keep, some you'll need to send back to us once your walk is done.

Our first resource is our staff. We want to help you. To get connect with someone who can support your walk, simply email info@20liters.org and let us know you're thinking about coordinating a walk.

Digital items:

- Templates for flyers, brochures, banners and posters
- Pictures, videos, logos
- Pledge forms
- Online fundraising instructions
- Event registration instructions

Physical items:

- Jerrycans [promotional and day-of water transport]
- Buttons
- Yard signs
- Demonstration filters
- Banners, posters, feather displays
- Temporary tattoos
- Stickers

See the picture inventory at the end of this document for more details.

Phase 1. Plan

Find a crowd

Think about who you want to walk with you. Picking an audience is one of the most critical steps. People who are connected through some common element will rally to your cause, but random strangers are hard to recruit.

Hanging flyers in your dorm is way more successful than renting a billboard.

So, where's your crowd?

What about your science class, your whole school, your pick-up basketball league, your fantasy football team, your church, your book club, your co-workers, the whole accounting firm, your entire extended family? Everyone in the neighborhood association? Everyone at your college?

Set a goal

How many people do you want to participate in your walk?

Keep in mind, bigger isn't always better. Set this goal based upon your target audience, for example, two-thirds of the people in your dorm.

How much money would you like to raise?

Setting a realistic target is important. Too low and you'll lose momentum, too high and your walkers will get discouraged. A good starting point is to assume every walker will raise \$100.

Add some personality [optional]

Sure, a simple walk is just fine. But here's your chance to add your unique twist.

- What about a zombie walk for water?
- What if everyone were dressed as a superhero? Since you're saving lives and all...
- Maybe walk backwards. Sound crazy? Not as crazy as 1 out of every 9 people lacking access to clean water.
- Up the awareness factor by having walkers carry signs and banners that let the rest of the neighborhood know what's going on.

Whatever you do, make sure it fits you and keeps the focus on the cause of clean water.

Give it time

Yes, you're excited, but a good portion of the work happens long before the walk.

Set a date that allows time for:

- People to sign up to walk
- Walkers to raise pledges and funds
- Coordinators to plan the logistics of the event

Here's some helpful suggested timeframes:

Large-scale event		Small-scale event	
Phase 2	2 weeks	Phases 2 & 3	1 week
Phase 3	2 weeks	Phases 4, 5 & 6	6 weeks
Phases 4, 5 & 6	3 months	*EVENT*	[1 day]
EVENT	[1 day]	Phase 7	1 week
Phase 7	1 week		

Marketing the event, getting people registered and letting them raise support are all essential to the overall success and these things take time.

You don't have to pick a date now, that's part of Phase 3, so just be thinking about how your ideal timeframe matches your event's goals.

Phase 2. Get Help

Even small events take work

Getting help organizing your event will:

- Make less work for everyone
- Bring new ideas
- Reduce frustration and burn-out
- Allow you to reach more people

Look for people who have:

- Different skill sets from you
- Time and resources to offer
- Responsibility and commitment

Divide and conquer

Always divide up the responsibilities. If everyone is in charge of everything, nothing gets done.

We suggest organizing your team based upon tasks, but feel free to come up with a better model that fits your group's skills and passions.

Here's our recommendation:

Large-scale event

- Event Director
- Marketing Coordinator
- Logistics Coordinator
- Volunteer Coordinator
- Registrant Coordinator
- Donations Coordinator

Small-scale event

- Event Director
- Marketing Coordinator
- Logistics Coordinator

You can always create teams to support the coordinators and people can help in multiple areas.

Know your Job

Below are the standard jobs and what's involved, but make changes as needed so it works for your team.

Event Director - Responsible for the overall event. Make sure all the coordinators are sharing information and getting the stuff they need. Checks in with the coordinators to make sure the work is getting done. Encourages and supports, watches for problems, and looks for opportunities.

Marketing Coordinator - Responsible for promoting the event. Get the word out to your target audience [keep in mind, advertising to the whole world is less effective than engaging like-minded people]. Find ways to build awareness of the issue before and during the event. Help recruit volunteers and registrants.

Logistics Coordinator - Responsible for ensuring the event runs smoothly. Plan what's needed for the event and find those resources. Plan the route and any additional components [signs along the route, jerrycans and jugs for carrying water, demonstration filters, speakers, etc.]. Manage the setup and tear-down volunteer teams.

Volunteer Coordinator - Recruit and support volunteers that will help before and during the event. Volunteers can help a coordinator get ready for the event, and you'll need at least a few people to setup and tear-down on event day. Ensure volunteers are connected in areas that fit their skills and interests. Ensure volunteers have the tools and stuff they need to do their jobs.

Registrant Coordinator - The more people you have registered to walk, the more important this position becomes. Ensure registrants ["walkers"] have someone to answer their questions, give advice on fundraising, etc. If registrants feel unsupported, they won't participate fully, may not come back and may tell their friends about their experience. This person helps people get signed up, is available to support them and thanks them for what they're doing.

Donations Coordinator - The bigger the event, the more complicated the money gets. Ensure registrants have good information about how to raise funds, what types of payment are accepted, how to submit payments, how to track pledges, etc. During the event, collect cash donations and keep track of the books. Work with 20 Liters to submit donations and records after the event.

Phase 3. Make Decisions

Date and Time

Tailor your date and time to your audience. You also have to keep in mind seasons and weather may be a factor.

Location

Syncing up your location and your route is the hard part.

Here are some things you may need in your location:

- Gathering place for the start and finish
- Parking sufficient for your goal
- Restrooms and drinking fountains
- Tables for registration and donations
- Space for event and awareness activities [jerrycans and jugs for carrying water, demonstration filters, a station to weigh their water, presenter/speaker, etc.]
- Access to electricity [if needed for PA system or other components]
- Strategic access to a water source [river, stream, swamp, etc.] for the route
- Many parks have rental fees and calendars, be sure to reserve well in advance if you need to.

Route

What's the path people will walk?

Usually, routes are a loop from the starting point to a water source and back. Walkers carry empty containers half-way, fill them up at the water source and carry full containers back [since this is the real-life reality for those without access to clean water].

The average person in Africa and Asia will walk 6 kilometers [3.7 miles] round trip, but your route's length should make sense for your audience.

What will people see/do while they walk? Information and signs placed along the route can include:

- Stories and pictures of people who need clean water
- Information on the diseases found in dirty water
- Information about solutions and strategies for creating clean water

You can also get creative here. Maybe every 9th person [because 1 in 9 lack access] wears a sign with the name of a disease they've contracted.

Activities

Adding activities along your route or at your start/finish location is a good way to increase awareness and engagement.

You can be creative and come up with activities specific to your audience's ages and interests.

Here are some suggested activities:

- Weigh stations so people can see how much they are carrying.
- A large blank banner where people can trace their feet and sign their name [include your group's info and logo, maybe take a group photo with the banner]
- A photo booth station where people can commemorate their walk
- Demonstration filters where people can filter their water after the event

Phase 4. Talk it Up

The team is in place, the details are set, now it's time to get the word out. Everyone, not just the Marketing Coordinator, should help spread the word.

Don't rely too heavily on one type of marketing, but use as many as you can:

- Social media
- Traditional media [contact your local TV and radio stations to tell them about your event]
- Flyers, posters, brochures
- Presentations and meetings with groups and businesses

Word of mouth is always the best, be sure to encourage your walkers to recruit others to walk with them.

Talk about the cause when you talk about the event. You're doing this because you care about people getting clean water, help people have the same opportunity to learn about the global need.

Phase 5. Register Walkers / Raise Funds

Be ready to answer questions and provide details. Be sure everyone on the team has access to pledge forms, sign-up instructions, etc.

Registration

It's important to know who's coming, so we rely on pre-registration. Work with the 20 Liters staff to setup your event on 20liters.org and accept online registration.

We know some people don't love computers, so provide a phone number or email address where people can give their information so someone can register them on their behalf. You can also have printed registration forms for those who still like to put ink to paper.

Make sure registration information encourages people to set their own fundraising goal and recruit others to walk with them.

Fundraising

Every participant becomes a fundraiser when they ask people they know to pledge support for their walk. The key is to get participants to set a fundraising goal for themselves and give them tips and suggestions on raising the support.

We offer two ways for participants to collect donations:

Online - Participants can create their own online fundraising page on 20liters.org where their supporters can make donations towards their personal goal. Information sheets on creating their page are available from 20 Liters.

In-person - Participants can collect cash and checks from their supporters using pledge forms and turn these in the day of the event.

Phase 6. Get Ready

Planning the logistics of the event is key to making sure everything goes smoothly.

Prepping signs, demonstration filters, and other components, testing PA systems, marking out the route with flags, signs or paint, and setting up registration and donation tables takes a few hours.

Develop a plan for setting up the location and the route that leaves ample time for something to go wrong.

A large setup team will help make sure there's no last-minute scrambling.

The tear-down team is critical to ensure one person isn't left cleaning up everything afterwards.

Communication is key. Before beginning setup and teardown, hold a meeting with the team to hand out assignments, answer questions, and give last-minute changes. Bigger events may need two-way radios for communication among the team while they work.

The Logistics Coordinator shouldn't be doing the work, they should be making sure the teams get the work done. Plan out tasks for the teams and give clear directions, then stay available to answer questions, make decisions and give new tasks. If you get caught up doing the work, others will have to stand around waiting for you.

Phase 7. Walk!

Before

Finally, the big moment has arrived. Most walks start with a short introduction by the Event Director that explains the need and the cause. This speech should spread awareness and share any early milestones in terms of attendance and fundraising. The goal is to raise the energy level and get people excited to walk.

Having a guest speaker is also a good idea. Staff from 20 Liters may be able to support you or help you find a good candidate to speak.

But, keep it short. People came to take action!

If you have a photographer on site, be sure to have media releases signed during registration.

During

While the walk is occurring, it's a good idea to have a few people stay at the starting point to direct stragglers, tally up the donations and registrations, and take care of any odds and ends.

After

As people complete the walk, end the day with a finishing ceremony. Share the results of the fundraising and talk again about how this money will provide clean water.

If you have other components [demonstration filters, weigh stations, information booths, etc], encourage people to visit those before leaving.

Be sure to thank the leadership team that helped you organize the event and thank everyone who walked.

Suggest to the participants that they find a way to thank those who donated to them. This could be sending thank-you notes, sharing photos of the event, making a personal phone call, or writing a form letter.

And, if you already plan to do the event again, encourage people to participate and share any details you can.

Phase 8. Wrap it Up

After everything's put away and cleaned up and you've gotten some rest, it's time to put the finishing touches on your event.

Thank your leadership and volunteers

It doesn't take a lot, but showing your appreciation is important. Throw an after-party or just send some thank you emails. They worked hard for you and it's worth taking a second to let them know you're grateful.

Turn in the paperwork

We at 20 Liters need to keep copies of the pledge and registration forms, media releases, etc. And, if you don't submit the cash and checks, we can't turn it all into clean water. So, we'll work with you to get this all submitted.

We also request an after-action summary. Just your thoughts on what worked well, what didn't, and what could be improved for next time. What you learn will help us support you and other walk planners better in the future. This summary can be a phone call with one of our team or a few paragraphs in an email.

Thank the participants and donors

We will work with you to send some additional appreciation to those who walked and raised funds, anyone who donated in-kind materials, and all the donors who supported the participants.

Start thinking about what's next

Maybe you loved coordinating this walk. If so, keep it going! We don't plan to run out of people to help anytime soon.

Maybe this was a not-so-great experience. In that case, let's try something else.

Our goal is to connect your passion for clean water with one of your skills to make a fundraiser that's rewarding and fun. We are open to all ideas, let's try a few together.

Photo	Item	Quantity	Keep/Return
	<p>Awareness yard signs</p>	<p>23</p>	<p>Return</p>
	<p>Recipient yard signs</p>	<p>24</p>	<p>Return</p>
	<p>Activity & Route yard signs</p>	<p>23</p>	<p>Return</p>
	<p>Weigh scales [for weighing water jugs]</p>	<p>4</p>	<p>Return</p>
	<p>Vinyl banners [Walk for Water, Check-in, Registration, T-Shirt sales]</p>	<p>8</p>	<p>Return</p>