

# WALK FOR WATER CHALLENGE TOOLKIT

There are nearly 1 billion people around the world who have to walk every day to collect the water they need to drink, cook, and wash their hands. On average, they walk 6 kilometers each day to collect dirty water that can often make them sick. In honor of these families, 20 Liters is challenging you to walk 6 kilometers every day for a week to raise funds to make dirty water clean.

To accept the challenge, here is what you need to do:

1. Choose a week [or long-weekend, month, or fortnight] to complete the challenge.
2. [Download the Challenge Toolkit](#) [You're reading it now, so cross this one off your list!]
3. Create your [personal fundraising page](#) and set a personal fundraising goal.
4. Crush the Walk for Water Challenge.

## **Walk for Water: Sample Social Media Plan**

*Each day's post has a call-to-action for donating or non-financial contributions.*

**Day 1 [No Walk]:** Tell your friends and family about the challenge and why you are participating. Share your fundraising page and fundraising goal.

**Day 2 [First Walk]:** Post a picture or video from your walk. Ask friends and family to donate OR to subscribe to 20 Liters monthly newsletter

**Day 3:** Choose a stat from the list below to share. Ask friends and family to donate OR to share your campaign with their network.

**Day 4:** Post a picture or video from your walk. Ask friends and family to donate OR to give you a break and to walk for you one day during your week.

**Day 5:** Choose a stat from the list below to share. Ask friends and family to donate OR sign up for 20 Liters volunteer list, so that they can help build filters in the future.

**Day 6:** Post a picture or video from your walk. Ask friends and family to donate OR to share your campaign with their network.

**Day 7:** Choose a stat from the list below to share. Ask friends and family to donate OR to take a family walk for water to their nearest water source to collect their water.

**Day 8 [Final Walk]:** Post a picture or video from your final walk. Ask friends and family to donate OR challenge someone you know to do their own campaign.

**Day 9 [No Walk]:** Thank your friends and family for their support and announce your fundraising result. Make sure to let them know they can still contribute OR subscribe to 20 Liters monthly newsletter to learn more.

**Stats to Share During Your Challenge:**

- Globally, at least 2 billion people use a drinking water source contaminated with feces.
- 40% – or three billion people – of the global population live without basic handwashing facilities with soap and water available at home.
- 663 million people still lack access to improved drinking water sources.
- 159 million people still use surface water as their primary source of water, and two thirds live in sub-Saharan Africa.
- Rural populations are particularly disadvantaged, accounting for 93 percent of the people using surface water.
- It is estimated that the deaths of 361,000 children under the age of 5 could be avoided each year if the risk factors of unsafe drinking water, sanitation and hand hygiene were addressed.