



## EVENT FUNDRAISING TEMPLATE TEXT

You can use and adapt the text below by simply copying and pasting it into your own email. You can also use it for Twitter, Facebook or your own personal website. In addition, you can use the text for JustGiving or other online fundraising page. We hope this is helpful to you and we really appreciate your support.

Contact us on 020 7367 4777 or [id@salvationarmy.org.uk](mailto:id@salvationarmy.org.uk) to request a sponsorship form for any offline fundraising you will be doing.

### WHAT IS WATERSHED?

We're living in exciting times – more people now have access to clean water than ever before. In recent years millions more people have received access to water that's clean and safe for the very first time. But the work's not finished yet. Despite this progress, there are still 783 million people going without clean water. That's one in every eight people on the planet.

Access to clean water improves health, hygiene, education and productivity. It increases crop yields, reduces infection and gives children more time to spend in school. In fact, for every £1 invested in water and sanitation in a community, £8 is returned in increased productivity.

Give water and you really do give life to communities.

Visit [www.salvationarmy.org.uk/watershed](http://www.salvationarmy.org.uk/watershed) to find out more.

### EMAIL TEXT

Dear Friends,

As you know, I am really passionate about taking action to tackle the poverty and injustice that exists in our world. It is shocking to think that one in eight people on the planet still don't have access to clean and safe water. This is something that we can so easily change and I hope you'll support me as I do my part in helping to do just that.

On [INSERT DATE HERE] I will be [INSERT EVENT HERE] to support The Salvation Army's WATERSHED programme. The Salvation Army is working in communities all around the world, to provide them with access to safe, clean, life-changing water. I am taking part because I want to make a difference in the world and would love to have your support as well. You can help by giving a little back, or simply giving up a night out or an extra treat and donating the money to WATERSHED.

The easiest way to donate is by visiting [INSERT PERSONAL FUNDRAISING PAGE ADDRESS HERE OR DIRECT THEM TO WWW.SALVATIONARMY.ORG.UK/WATERSHED] and donating online.

Let's GIVE WATER and GIVE LIFE to communities all around the world!

Yours sincerely,

[INSERT NAME HERE]

### FACEBOOK WALL POST TEXT

I am [INSERT EVENT HERE] for The Salvation Army to support its WATERSHED programme. Please support by visiting [INSERT PERSONAL FUNDRAISING PAGE ADDRESS HERE OR DIRECT THEM TO WWW.SALVATIONARMY.ORG.UK/WATERSHED] to GIVE WATER and GIVE LIFE.

### TWITTER POST

I am raising money for @SAIDUK to support its WATERSHED programme. Please support at [INSERT PERSONAL FUNDRAISING PAGE ADDRESS HERE OR DIRECT THEM TO WWW.SALVATIONARMY.ORG.UK/WATERSHED] #GiveWaterGiveLife





## JUSTGIVING PAGE TEXT

I am really passionate about taking action to tackle the poverty and injustice that exists in our world. It is shocking to think that one in eight people on the planet still don't have access to clean and safe water. This is something that we can so easily change and I hope you'll support me as I do my part in helping to do just that.

On [INSERT DATE HERE] I will be [INSERT EVENT HERE] to support The Salvation Army's WATERSHED programme. The Salvation Army is working in communities all around the world, to provide them with access to safe, clean, life-changing water. I am taking part because I want to make a difference in the world and would love to have your support as well. You can help by giving a little back, or simply giving up a night out or an extra treat and donating the money to WATERSHED.

The best and easiest way to donate is simply by clicking the DONATE NOW button below. If you choose to GIFT AID your donation I can raise even more money for WATERSHED.

The WATERSHED ACTION PACK also has pictures and logos that you can use for your different sites. In addition, you can visit our YouTube channel to get relevant videos to embed on your site and on Facebook too.

## SOCIAL MEDIA TOP TIPS

### YOUTUBE

You can embed our video in your JustGiving page, Facebook or other media tool from our YouTube channel at [www.youtube.com/salvationarmyid](http://www.youtube.com/salvationarmyid)

### FACEBOOK AND JUSTGIVING

There are also guidelines on how to use media like Facebook with your JustGiving page. You can access those by visiting <http://bit.ly/9juv9t> In addition, once you have made your JustGiving page, you can click to add the Facebook app from the 'Your pages' section of JustGiving

### TWITTER AND JUSTGIVING

Go to <http://bit.ly/9zs5We> to find out some great ideas for using Twitter to draw attention to your fundraising efforts.

### JUSTTEXT GIVING

When you have set up your JustGiving page, you can then set up your free JustTextGiving code which you can promote out to your friends and family as part of your fundraising. Go to [www.justgiving.com/justtextgiving](http://www.justgiving.com/justtextgiving) to find out more.

## HOW TO PAY IN YOUR MONEY

We will make sure that the donations via your online fundraising page come directly to WATERSHED. Just get in touch with us either via 020 7367 4777 or [id@salvationarmy.org.uk](mailto:id@salvationarmy.org.uk) with your page details. In addition, if people write cheques they can be made out to 'The Salvation Army' and sent with a cover note stating that the money is for WATERSHED to:

WATERSHED

[INSERT YOUR NAME AND FUNDRAISING EVENT HERE]

c/o The Salvation Army International Development UK

101 Newington Causeway

London SE1 6BN

If you need any more support, help or resources please don't hesitate to get in touch with us. You can phone us on 020 7367 4777 or email us at [id@salvationarmy.org.uk](mailto:id@salvationarmy.org.uk).

