



## FUNDRAISING

### APPEAL PRESENTATION SCRIPT

Here's a basic script that you could use to form the basis of an appeal during any events that you may be arranging in aid of WATERSHED. You could also use this text immediately preceding a collection, or to introduce details of how to give by SMS. See the Fundraisers section of the ACTION PACK for more resources to help you including an accompanying PowerPoint.

#### SLIDE 1

We all take water for granted, don't we? After all, it's pumped right to the very rooms where we need it. Yet we just expect it to be there – in our kitchens and bathrooms, in enough quantity for whatever we need.

#### SLIDE 2

There are currently 783 million people around the world who don't have this. That's one in eight people who not only don't have water available on tap, but don't even have access to clean water.

#### SLIDE 3

Water is vital to all of us. Dirty water holds people back, but access to clean water improves health, hygiene, education and productivity. It increases crop yields, it reduces infections and it gives children more time to spend in school.

#### SLIDE 4

Give water, and you really do give life.

#### SLIDE 5

It can take just £10 to provide someone with access to clean water for life.

Someone like Kakwesi.

#### SLIDE 6

Kakwesi is 68 and lives in the rural community of Tawa in eastern Kenya. She makes the four-kilometre trek to the river and back four times a day to collect enough water for her and her grandchildren. But this is water isn't clean enough and sometimes it makes her and her family sick. The Salvation Army is working with the community to introduce a sand-dam to this river. This will help to provide the community with a more reliable source of clean water throughout the year, and it will also raise the water table of the area and enable more crops to be grown.

#### SLIDE 7

Your money will go a long way towards helping people just like Kakwesi. Please give generously, and help The Salvation Army GIVE WATER and GIVE LIFE to people who need it all around the world.

Thank you.

#### HOW TO SEND IN YOUR MONEY

Make a cheque payable to The Salvation Army and send (along with a cover note stating that the money is for WATERSHED) to the following address:

WATERSHED APPEAL  
The Salvation Army International Development (UK)  
101 Newington Causeway  
London SE1 6BN

You can also donate online at [www.salvationarmy.org.uk/watershed](http://www.salvationarmy.org.uk/watershed) or by credit or debit card over the phone on 020 7367 4777.

