

Suggested Timeline

- 6 weeks before event** Set up your fundraising page, invite people to join your team and plan your launch events
- 5 weeks before event** Add the Workout for Water filter to your Facebook profile. Donate to your own fundraising page. Start sharing material from workoutforwater.org/downloads
- 4 weeks before event** Email your network, start to share 2 x posts on social media every week
- 3 weeks before event** Challenge your family and friends to bring new people along to your events. Share 2 x posts on social media
- 2 weeks before event** Customize media release available on workoutforwater.org/downloads and contact local media about your event. Share 2 x posts on social media
- 1 week before event** Share the HYPE video available on workoutforwater.org/downloads
- Event week**
 - Check you have everything ready to run your event.
 - Encourage donations to your fundraising page on the day.
 - Use Facebook Live, Instagram Stories and Snapchat to create excitement during your event.
 - Share the FUNDRAISER video available on workoutforwater.org/downloads to ask for donations.
- Follow-up**
 - Remind anyone who said they will donate but hasn't donated yet.
 - Celebrate with your donors when you smash your goal.
 - Contact local media to inform how much money you raised.
 - Enjoy the warm buzz you get from helping others.



	TASK	✓	NOTES
1	Set up your team fundraising page on workoutforwater.org	<input type="checkbox"/>
2	Invite people to join your team	<input type="checkbox"/>
3	Plan your launch event	<input type="checkbox"/>
4	Make the first donation	<input type="checkbox"/>
5	Add Facebook filter	<input type="checkbox"/>
6	Start sharing	<input type="checkbox"/>
7	Email your family and friends	<input type="checkbox"/>
8	Follow-up	<input type="checkbox"/>
9	Share a few stats about water	<input type="checkbox"/>
10	Spread the love	<input type="checkbox"/>
11	Run your event	<input type="checkbox"/>
12	Set a goal	<input type="checkbox"/>
13	Give thanks	<input type="checkbox"/>