

THE ADVANCE: TALKING POINTS for YOUR WATER CAMPAIGN



*How To Talk About Your Water
Fundraising Campaign*



www.umcmmission.org





Now that you've decided to create a campaign to raise funds or have decided to throw a fundraising event, it's time to speak intentionally, with clarity, and with a lot of heart.

We've put together some talking points for you to use as a guideline as you build momentum for your water fundraising campaign or event.

Always start with the WHY

Using stunning visuals and compelling statistics, let the information speak for itself, and create an awareness of the need your campaign addresses.

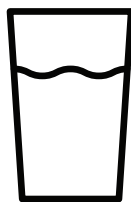
- Water is essential to life, and access to it greatly affects the quality of life for millions of people around the world. And one of the greatest threats to humankind is unclean water.
- Water represents survival and hope, and we believe access to water is a right for all humankind.



Share Statistics and Figures

Facts and figures help people understand the “why.” Use the facts and stats below, or download the flashcards and social media cards available in the Water Mission Kit (www.umcmmission.org/water).

There are **844 million** people living without access to safe water



Even in the 21st century, many people don't have access to clean drinking water.

There are **2.3 billion** people living without access to improved sanitation



1 in 3 people lack access to a toilet

The average cost to provide water to someone is

\$7.20

58% of all sickness worldwide is related to contaminated water

Every \$1 given towards water and sanitation returns **\$4 in increased productivity.**

1 in 9

people lack access to safe water

1 million

people are killed by water, sanitation and hygiene-related disease each year

Every **2** minutes a child dies from a water related disease



Talk about the impact of United Methodist Connectional Giving

The United Methodist Church is making a tremendous difference in the world. Help inspire your congregation towards generosity by sharing how much of a difference we are making together.

The United Methodist Church is making a difference across the world. We are 12.5 million members strong in 36 countries. Last year, we raised over \$140M to help the world— in North America and beyond.

Between January and October 2018, UMCOR has granted almost 2 million to WASH programs.

These programs are benefiting **over 270,000 people** with clean water and sanitation intervention.

The average cost per beneficiary globally is \$7.20.

UMCOR continues supporting water infrastructure initiatives in Alaska, Michigan, Haiti, and across Africa.

In keeping with one of our Methodist founders, John Wesley, no one is exempt from the commandment to love God and your neighbor and to give as an expression of that love.

When we give, we put ourselves, as well as our means—our money—to work for God's mission, and together recognize our gifts as an expression of love for others.

Let's give as a church — together, we do more!

Be clear about the vision

Clearly and concisely explain how your water campaigns will help people in need in the United States and beyond. Announce the goal, the timeline, and every effort you're putting forth. This is a crucial step once you've found the project you want to support. We've included an example below.

UMCOR Water, Sanitation, and Hygiene Program

Advance Project #3020600

Annual Goal: \$600,000

By giving to this Advance # you are supporting programs such as:

The Newtok-Metarvik Community WASH Relocation Project.

Location: Alaska Tribal Lands, USA.

In partnership with the National Tribal Water Center-Alaska Native Tribal Health Consortium, the objective of this project is to install self-contained water treatment/sanitation units in 21 relocated elders' and vulnerable families' homes.

In keeping with tribal customs and WASH-best practices, the National Tribal Water Center will facilitate a water-keepers "Water is Life" community visioning, mapping, and engagement process, voicing the community's pursuit of safe, sustainable, culturally appropriate access to clean water.

This project will benefit 21 Households/376 individuals. Cost: \$943,057

The Navajo Water Project on the Navajo Nation

Location: Thoreau, NM.

This project marks the first-time proven WASH strategies from the developing world have been leveraged in the U.S. The project is a locally-led, multi-million-dollar initiative to bring safe, hot and cold running water to more than 225 Navajo families in rural NM for the first time ever.

The project, which is guided by a council of local leaders, installs stand-alone Home Water Systems designed by our project partner, DIGDEEP. Each system features an underground water cistern, pump, filter, heater, sink, and drain. They are filled by truck from a series of wells constructed and operated by St. Bonaventure and our partners. For off-grid homes, the systems also include solar power.

The total cost of the project is \$582,000. UMCOR, as one of the partners in the project, will contribute \$98,900.

Red Bird Rural Appalachia WASH Project

Location: Appalachia

This grant will promote access to clean drinking water through the community water kiosk, water connections to homes, and installation of water bottle filling stations. Sanitation will be improved through repairs to hand washing stations and installation/repairs of septic systems that will positively impact the watershed. A WASH education campaign will also be implemented.

This is a collaborative effort with the University of Tennessee-Knoxville College of Nursing, Red Bird Christian School, Red Bird Mission Work Camp, local environmental agencies, and the Redbird District of the Daniel Boone National Forest Service.

The \$50,000 UMCOR/GBGM grant will fund supplies, contractor fees to install/repair septic systems, hand washing station repairs, permit, and water meter fees, site surveys, education materials, water bottle filling stations, and project coordination to provide sustainable solutions. 1140 individuals; 380 households.

Total cost of the project; \$228,095. UMCOR, as one of the partners, will contribute \$50,000.

*Just \$7 helps provide clean water for one person. Everyone here can give \$7 today, right? Or help 4 people by giving \$28. **Every offering matters.***

Together, we can make a difference!!

Let's Go!

Gather a team today and start. Begin small, with a shorter campaign, or with a simple event from the Water Fundraising Guide. Be sure to assess what works as you go so you can utilize it next time. And don't forget to celebrate!

Visit www.umcmmission.org/water for more free resources and information about our water initiatives.

