



FUNDRAISING TOOLKIT

You are joining a youth-powered movement bringing clean water to communities in East Africa.

You are not launching a separate nonprofit. You are fundraising under the existing Drink Well campaign.

Together, we fund sustainable wells that serve hundreds of people for decades.

Choose Your Path

How to Get Involved

There are three ways to make impact:

Donate

Make a direct contribution to the current well campaign. Every dollar helps bring clean water to a community in need.

Join an Existing Campaign

Share our fundraising link or create your own personal fundraising page under the current well campaign. Set a goal. Rally your network. Help us cross the finish line.

Launch a Drink Well Campaign & Become an Ambassador:

Start a Drink Well effort at your school, team, or in your community.

As an Ambassador, you can:

- Organize fundraising events
- Build a team
- Run awareness campaigns
- Lead creative projects
- Earn volunteer hours

This is for students who want to lead and build long-term impact.

Every dollar raised moves us closer to funding another well.

Earn Verified Service Hours

Volunteer hours can be earned by:

- Launching your own fundraiser
- Joining our existing campaign
- Organizing events
- Creating graphics, art, or marketing materials
- Managing social media or content
- Securing local sponsors
- Leading outreach or presentations
- Supporting chapter growth

Any meaningful time spent planning, promoting, creating, or leading in support of Drink Well qualifies.

Hours are documented based on time invested.

Leadership hours available for chapter founders.

Fundraising Ideas

This is where impact begins.

Walk for Water

Walk 3.75 Miles Challenge

Replicate the average daily walk for water.

How it works:

- Walk 3.75 miles
- Get sponsors to donate per mile
- Invite friends to join
- Host it at a park or school

You can turn this into:

- A team challenge
- A school-wide event
- A community awareness day

Water for All Sale

Host one creative fundraising day and sell:

- Baked goods
- Handmade jewelry
- Water-themed bracelets
- Art prints
- Stickers
- Merch
- Lemonade

Make it feel like a mini market.

Add:

- Donation QR codes
- A progress tracker poster
- Signs explaining impact
- A big "\$25 = Clean Water for One Person" board

One strong event is better than five small ones.

Popcorn Fundraiser (Highly Recommended)

Best for: Fast results. Peer-to-peer sharing. No inventory. No upfront costs.

Platforms like Double Good make it simple:

- You get a custom link
- Friends order online
- Popcorn ships directly to them
- You keep up to 50% profit
- Fundraising window lasts 4 days

Why this works:

- People LOVE popcorn
- No collecting cash
- No delivering product
- Easy to share by text
- Perfect for teams, clubs, or schools

Many students raise \$800-\$2,000 in a single weekend.

This is the fastest way to jumpstart a well.

Change for Change

Spare Change Drive

Collect coins at:

- Schools
- Sports games
- Neighborhoods
- Local businesses

Compete by:

- Classroom
- Grade
- Team

Every \$25 gives one person access to clean water for life.

Dance for Water

Host a Dance Party

- Charge entry
- Get a local DJ
- Partner with a school club
- Sell water-themed merch

Make it fun. Make it loud. Make it impactful.

Give It Up Challenge

Sacrifice for Water

Give up:

- Coffee
- Soda
- Fast food
- Streaming subscriptions
- Online shopping

Donate what you would have spent for 30 days.

Challenge your friends to match you.

Sports Tournament

Play for a Well

Host:

- 3v3 basketball
- Soccer tournament
- Volleyball competition

Charge:

- Team entry fees
- Spectator tickets

Offer:

- Small prizes
- Recognition on social media

Restaurant Partnership Night

Partner with a local restaurant.

They donate:

- 10-20% of sales for one evening

You promote:

- Flyers
- Social media
- School announcements

Simple. Effective. High return.

Expansive Fundraising Ideas List

More ideas:

• Car Wash

Partner with a team or club and offer donation-based car washes. Add QR codes for easy digital giving.

• Art Auction or Art Fundraiser

Host a student art showcase or partner with programs like Art to Remember, where student artwork can be printed on custom products like mugs, keychains, ornaments, tote bags, and more. Holiday seasons, Mother's Day, Father's Day, and Valentine's Day are especially successful because families are already purchasing gifts. See if your school will allow you to organize a school-wide art fundraiser for even greater impact.

• Talent Show

Organize a "Perform for Water" event. Sell tickets and invite families and friends.

• Movie Night

Host a screening and charge admission. Sell snacks and share impact information before the film starts.

• Silent Auction

Ask local businesses to donate items or services. Auction them off at a school or community event.

• Custom T-Shirt or Merch Sale

Design a limited-edition Drink Well shirt or bracelet. Use pre-orders to avoid inventory risk.

• Holiday Gift Wrapping

Set up a wrapping station during school or community holiday events. Offer donation-based gift wrapping.

• Birthday Fundraiser

Instead of asking for gifts, ask for donations. Ask friends and family to "Help me fund clean water this year." **This is one of the most powerful fundraising tools.** Add your fundraising link to invitations or social posts.

• Lemonade Stand

Simple and effective. Add signage explaining that \$25 provides clean water for one person.

• Tutoring for Water

Offer tutoring sessions and donate your earnings.

• Teach What You're Good At

Offer dance classes, tennis lessons, soccer clinics, music lessons, art workshops, or any skill you have. Charge a participation fee and donate the proceeds.

• Photography Sessions

Taking photography in school? Offer mini photo sessions in exchange for donations. Perfect for holiday family photos, senior portraits, sports portraits, or headshots. Low overhead and high value.

• School Spirit Day

If approved by your school, host a themed spirit day and charge a participation fee. Partner with student government for school-wide involvement.

There is no limit to creativity.

Fundraising Guide to Success

01

Make It Personal

Your fundraising page should:

- Include photos
- Tell your story
- Share why this matters to you
- Explain why water changes everything

People give to people, not statistics.

03

Post Strategically

When sharing online:

- Post when people are active
- Create short videos explaining your goal
- Share progress updates
- Celebrate milestones

Ask others to repost your link.

05

Multiply Your Network

Ask supporters to:

- Share your link
- Forward your email
- Post your page

You are building a ripple effect.

02

Direct Outreach Is Everything

Social media is helpful. But it is not enough.

The most effective strategy:

- Call family
- Text close friends
- Email mentors
- Send a direct link

Be clear: "I need your help to fund clean water."

This is the most important step.

04

Set a Strong Goal

Your goal should be:

Realistic. Ambitious. Clear.

Examples:

\$500

\$1,000

\$2,500

\$6,000 – Fully funds a hand-dug well

Break your goal into mini-milestones.

06

Thank Your Supporters

Gratitude builds momentum.

After someone donates:

- Send a personal thank-you text or email
- Post a public thank-you update
- Tag supporters (with permission)
- Share your progress toward your goal

People are more likely to give again when they feel appreciated



Final Advice

The biggest advice we can give you:

Posting is great.

But personal outreach wins.

Call. Text. Email.

Share your link directly.

That is how campaigns reach their full potential.