


**Workout
for Water**

LES MILLS in support of **unicef** 

HOW TO GUIDE

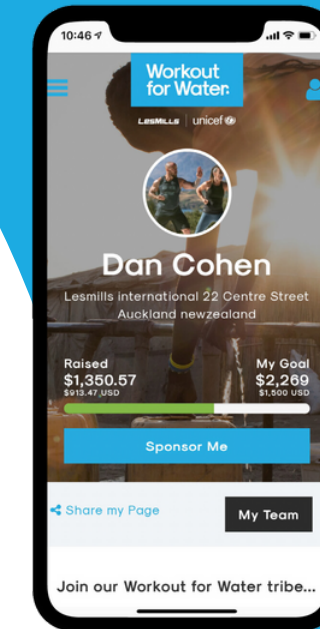


UNICEF/UN0716393/MUGISHA

1

Set up your team or solo fundraising page on workoutforwater.org

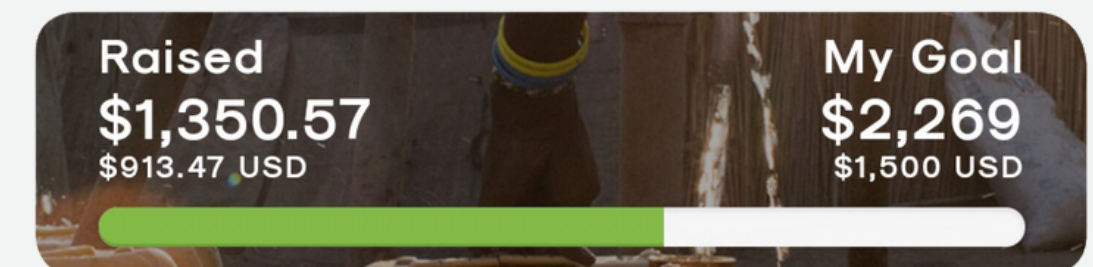
- Customise your profile.
- Upload a photo.



2

Set a goal

- And celebrate with your donors when you smash it!
- Want to raise the bar? Increase your goal once it's met to try and raise even more funds for children!



3

Share the love!

- Invite others to join your team or support your solo challenge.
Share this video to motivate them!

[Fundraising Video \(for Reels\)](#)
[Fundraising Video \(HD\)](#)



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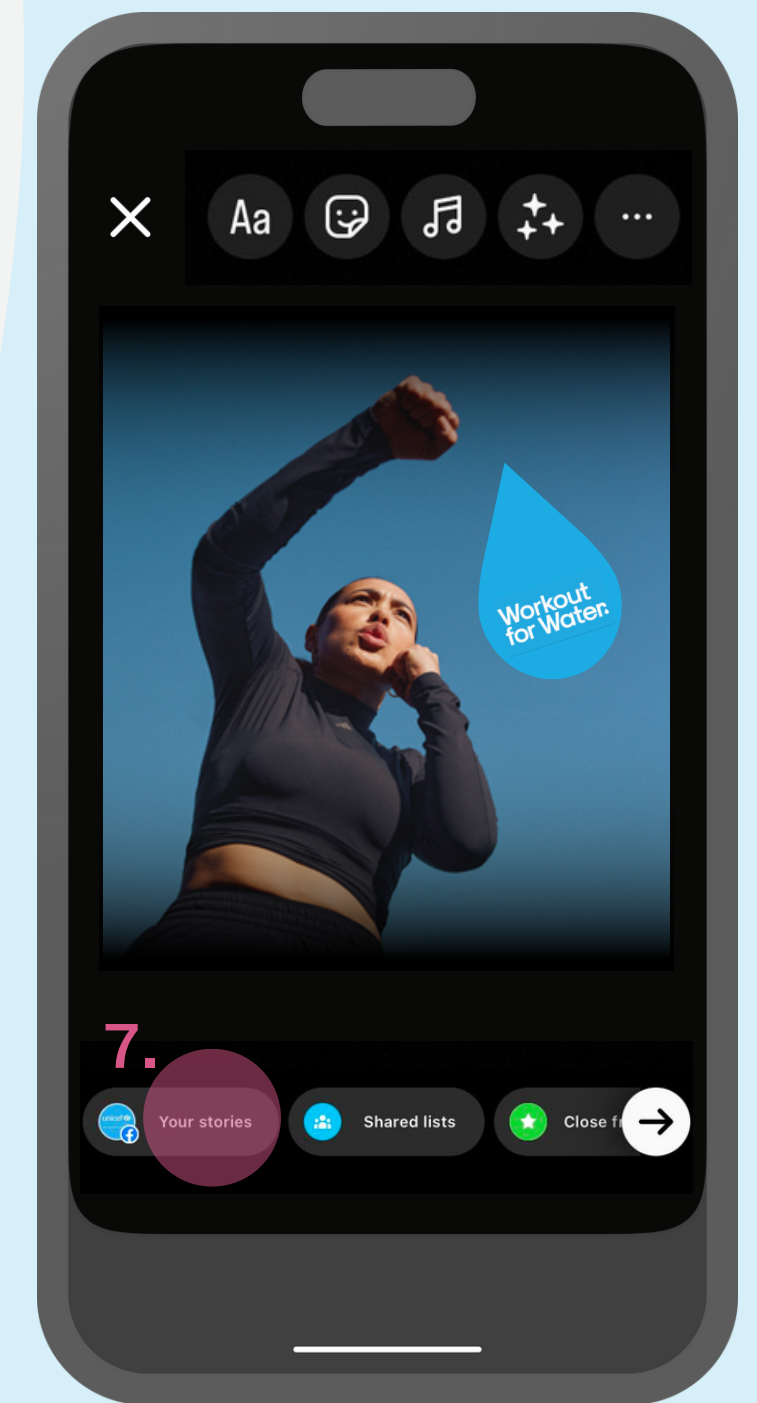
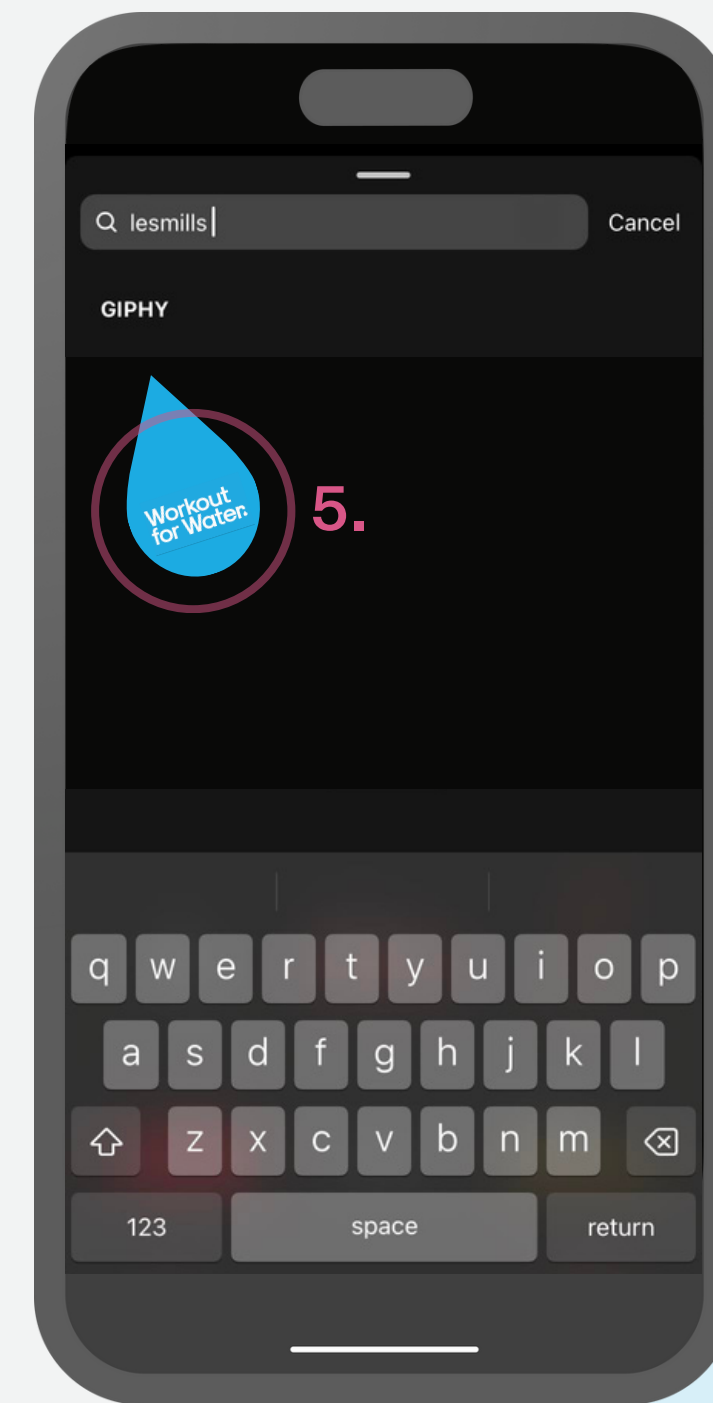
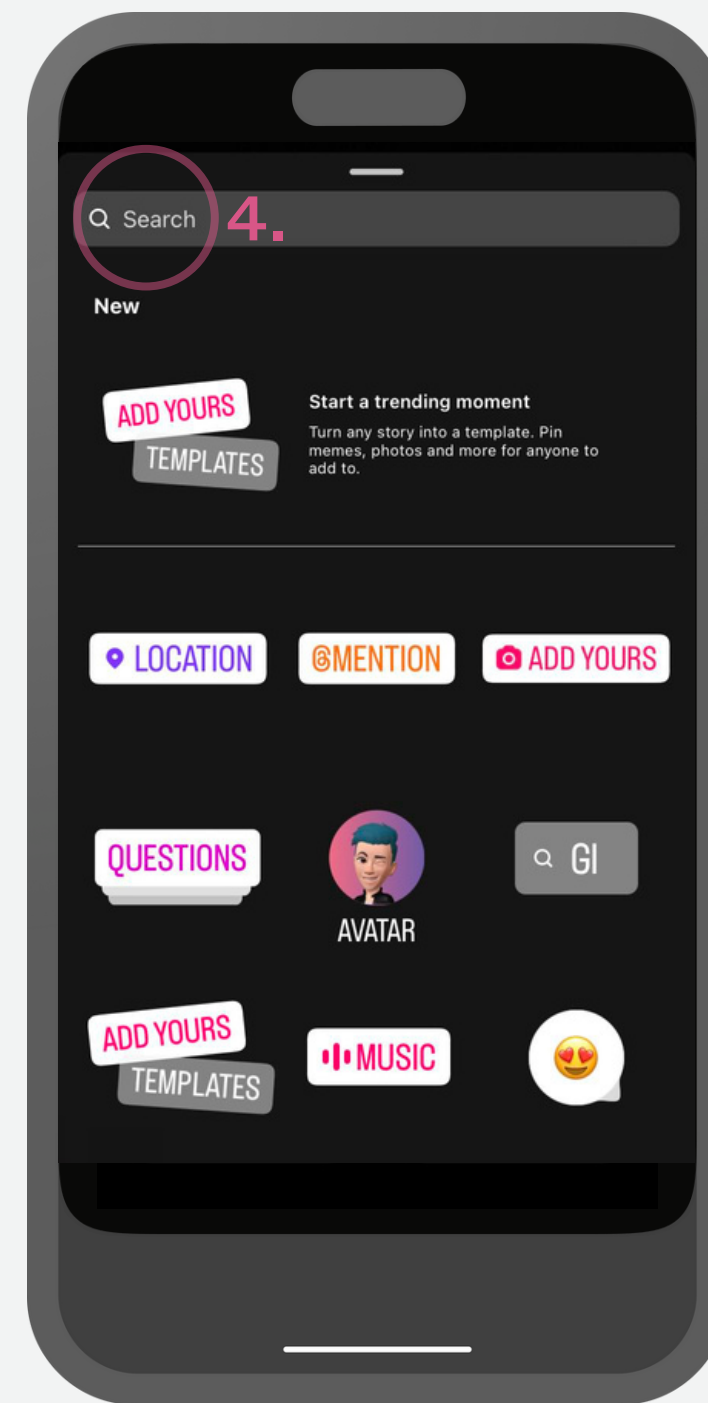
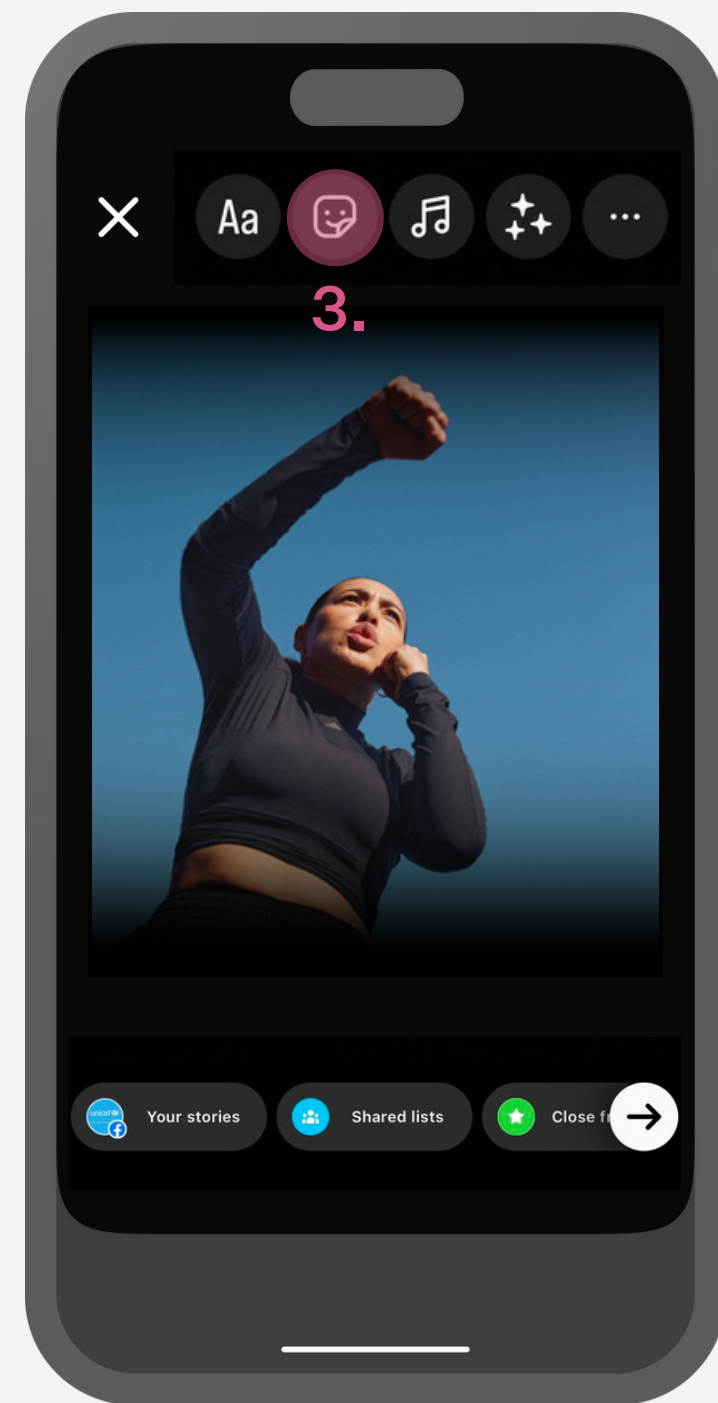
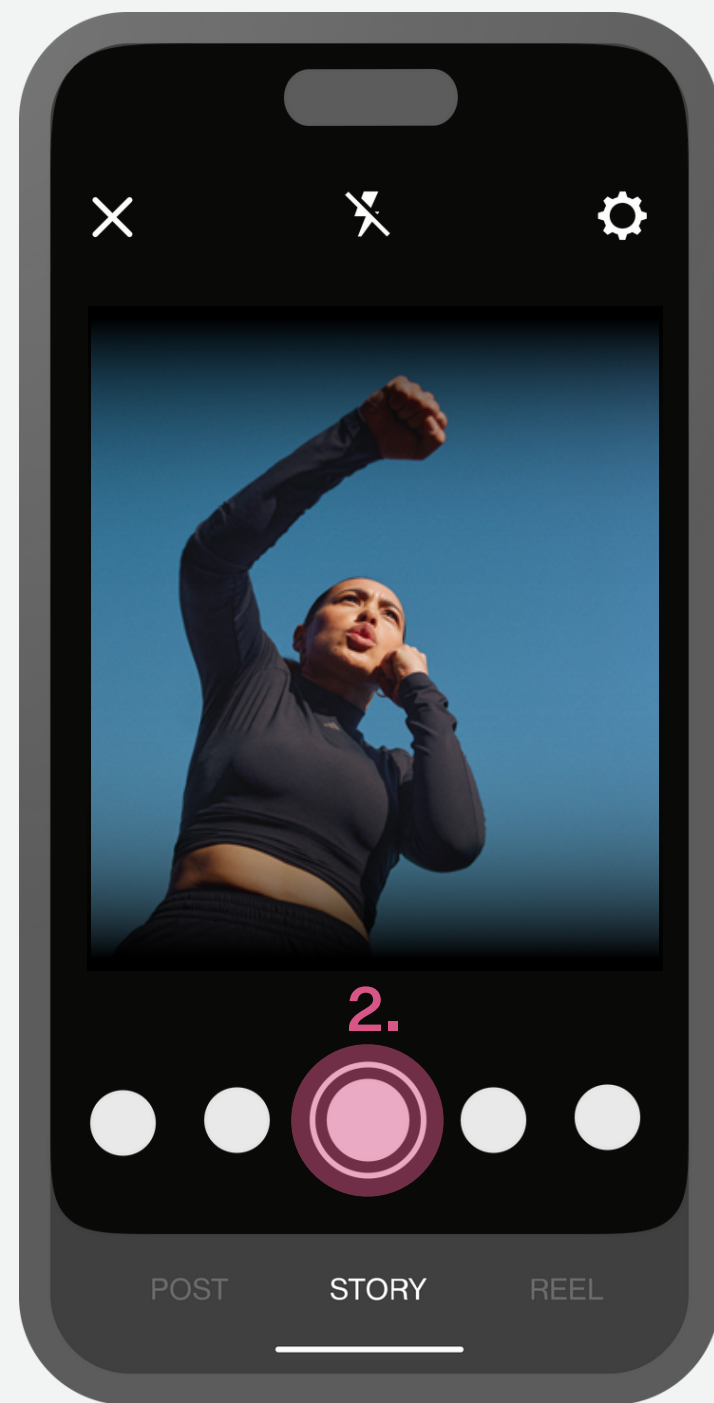
Make the first donation

- Donate to your own page. It shows your commitment to your supporters and your team members!

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Get social!

Use the **Workout for Water** social media assets. You can find them at www.workoutforwater.org/resources.



1.



1. Open Instagram and tap your story icon to add a new story.

2. Take a photo by tapping the record button or take a video by holding down the record button.

3. To add a **GIPHY** to your Instagram story, select the sticker button at the top of the screen.

4. Type '**lesmills**' into the search bar.

5. Select the **Les Mills** GIPHY you want to add to your story.

6. Position and / or resize the **GIPHY**.

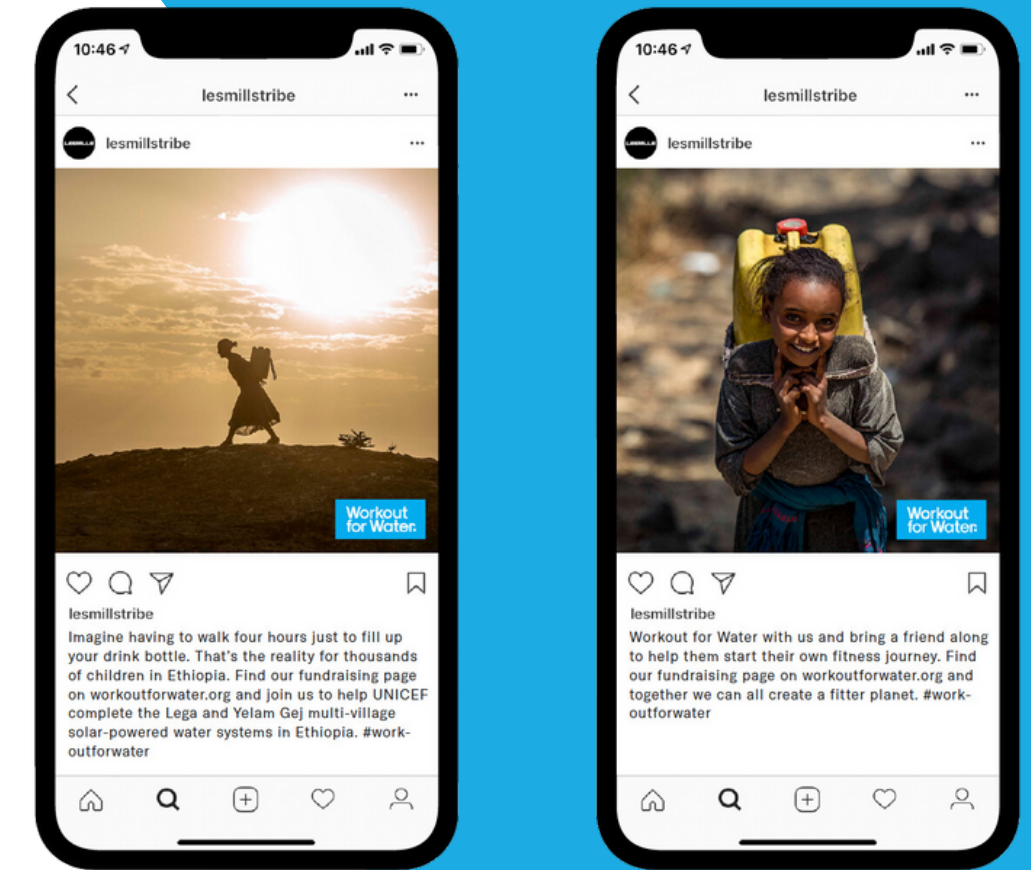
7. Post your story by selecting 'Your stories'...

8. ...or click the arrow to manually select who you want to send your story to.

Start sharing

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- Go to www.workoutforwater.org/resources for images and videos to share.
- Share at least 2 posts every week in the lead-up to **Workout for Water** challenge week.
- Use **#WorkoutForWater** and your fundraising page link in all your posts.
- Ask your friends to donate via Facebook, Instagram, Whatsapp, Snapchat, WeChat, or any other social networks you are connected to.



Email your network and friends

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- Email is one of the most effective ways to get donations.
- The main reason people don't donate is that they were never asked!
- Include your fundraising page link in all your emails.

Follow-up

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- Remind those who have said they'll donate but haven't yet.
- We all live busy lives and it's really easy to put things off or just forget. A little reminder or nudge always helps.
- This does not apply in the UK (min font point 10 for compliance).

Share a few stats about water

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- Let your donors know what we're working out for!
- Globally, nearly 450 million children are living in areas of extreme water vulnerability.
- Children under five living in conflict areas are more than 20 times more likely to die from diseases related to unsafe water, sanitation and hygiene than from violence.
- Women and girls collectively spend 200 million hours fetching water every single day. This means less time spent at either work or school - or dropping out of school altogether - at the expense of their future prospects.

Give thanks

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- Send thank you messages to donors on social media and be sure to tag both them and [#WorkoutForWater](#)
- Send donors a thank you email.



SUGGESTED TIMELINE

- 💧 **6 weeks before WFW** - Set up your fundraising page, invite your team, create your challenge following the Exercise Guidelines and share the hype video from www.workoutforwater.org/resources.
- 💧 **5 weeks before WFW** - Donate to your own fundraising page and create your own reel to share on socials! Get tips from the Social Media guide on www.workoutforwater.org/resources.
- 💧 **4 weeks before WFW** - Email your team to get them amped and start to share 2 x posts on social media every week. You can use the **Workout for Water** social media assets available at www.workoutforwater.org/resources.
- 💧 **3 weeks before WFW** - Challenge your team and friends to get new people to join **Workout for Water** with you! Share 2 x posts on social media and tag friends to encourage them to do the same.
- 💧 **2 weeks before WFW** - The countdown is on! Share how you are feeling about your **Workout for Water** challenge and remind people to donate www.workoutforwater.org/resources.
- 💧 **1 week before WFW** - Share the hype video again available on www.workoutforwater.org/resources and thank all your donors so far on social media.
- 💧 **Workout for Water week** - Check you have everything ready to go! Encourage donations to your fundraising page on the day. Use Facebook Live, Instagram Stories and Snapchat to create excitement during the challenge week. Share the fundraiser video available on www.workoutforwater.org/resources to ask for donations.
- 💧 **Follow-up** - Remind anyone who said they will donate but hasn't yet. Celebrate with your donors when you smash your goal. Enjoy the warm buzz you get from helping others!