

VIRTUAL MESSAGING GUIDE

BASICS

Why a Virtual Race? Social gatherings may be postponed, but connectedness is not! This is a perfect opportunity to strengthen relationships, feel and show God's love, and bring clean water to those in need. Instead of feeling isolated, let's connect stronger than ever and help make lasting change.

Why Clean Water? Now more than ever, kids and families need access to clean water to wash their hands and keep them healthy and safe.

This year, the 6K is going virtual to keep participants safe against COVID-19, while still providing necessary clean water to families in need. Everyone deserves to be able to wash their hands, which isn't possible without clean water.

When Saturday, May 16, 2020

What Join with others around the world—right from your own home or neighborhood—to walk or run 6K. No matter where or how you move your feet—in your house, at a park, or through your neighborhood, you'll change lives by bringing clean water to those who need it most.

Why \$50? Every \$50 registration fee will provide clean water for one person through World Vision water projects. These projects provide clean water to drink, wash hands, and so much more!

Increased impact Even when you can't gather in groups, you can make a global impact! With World Vision's Global 6K, you can join thousands virtually, walking or running from your own space to bring clean water to children in need. Now more than ever, clean water is essential to protect vulnerable children and families.

WORLD VISION WATER

Every child deserves clean water to wash their hands.

Every day, nearly **1,000 children under 5 die** from diarrhea caused by contaminated water, poor sanitation, and unsafe hygiene practices.

Clean water is essential to hygiene, and handwashing is critical in stopping the spread of COVID-19.

World Vision is bringing clean water to one new person every 10 seconds—and we're committed to

bringing it to everyone, everywhere we work by 2030. Because every child deserves safe water—not just to drink, but to keep themselves clean and healthy.

Our Channels of Hope program equips faith leaders to engage their communities for lasting change—making them effective responders to epidemics like COVID-19. These leaders are now actively combating fear, stigma, and misinformation, and encouraging behaviors like handwashing with clean water to slow the spread of disease.

SAMPLE SOCIAL MEDIA POSTS

These examples are meant to serve as thought starters to challenge your audience to participate in the Global 6K. We encourage you to customize the content, names, and stories to best resonate with your audience. Use the hashtag **#6KforWater** for maximum impact!

FAMILIES

World Vision's Global 6K for Water is one of the most family-friendly events around. Encourage people to use the Global 6K as an active time of family bonding during this season of isolation.

Example social media post:

"World Vision's Global **#6KforWater** is the perfect opportunity for families to get active while practicing social distancing! Plus, kids can learn even more about the importance of clean water and handwashing. Join us on May 16 and have fun teaching your children the power of giving to others!"

INDIVIDUAL

World Vision's Global 6K for Water is perfect for individuals to virtually connect with others while still practicing social distancing. Plus, it's a great time to hang out with friends via Facetime while changing the world!

Example social media post:

"Even when you can't gather in groups, you can make a global impact! With World Vision's Global 6K, you can join thousands virtually, walking or running from your own front door to bring clean water to children in need. Now more than ever, clean water for hand washing is essential to protect vulnerable children and families. Will you join us?"

WORLD VISION DONORS

World Vision's Global 6K for Water is a unique opportunity for passionate donors to take action against global poverty while connecting virtually with family and friends.

Example social media post:

"Whether you join from the treadmill or your favorite trail, the neighborhood or the track, when you and thousands of others around the world walk, jog, or stroller-run your way to 6K virtually on May 16, you'll bring life-changing clean water to those who need it most to wash thier hands and stay safe!"

SAMPLE SOCIAL MEDIA POSTS

FAR-AWAY FRIENDS

This year your Global 6K for Water host site has no geographical limits! It's an opportunity to bridge the virtual chasm and share an experience with friends and family who don't live near.

Example social media post:

"On May 16, join thousands of other world changers by walking or running 6K for children in need from your own front door! Invite your friends, near or far, to join you virtually for the same race, on the same day, for the same cause — wherever you are!"

CHURCH GROUPS

Just like you're now connecting your church family virtually on Sundays, we want to help you connect your faith community through the virtual Global 6K for Water.

Example social media post:

"On May 16, our church family can walk or run World Vision's Global 6K for Water from our own homes and neighborhoods. No matter where or how we do the 6K, every registration brings clean water to one person in need - giving them access to the clean water to wash thier hands and stay safe. Let's go the (virtual) distance together"