

GLOBAL 6K MESSAGING: B2C

Here are six Q&As about the Global 6K for Water you can use when talking to prospective participants or prior participants who need a fresh vision for joining us in 2021.

Why should I do the Global 6K? (And why not 5K?)

The global water crisis affects millions of kids' and women's lives in the developing world. People without access to clean water have to walk an average of 6 kilometers (that's a little over 3.7 miles) every day to get dirty water for all their basic needs—cooking, cleaning, drinking. But by joining a movement of world-changers, you can help put an end to this! The Global 6K is a simple, effective way for you to make a difference in the life of one person in need. Every step you take is one they won't have to.

Why does the Global 6K matter during a pandemic?

Even when you can't gather in groups, you can make a global impact. And now more than ever, clean water is essential to protect vulnerable children and families. It'd be hard to wash your hands if you didn't have clean water, right? Yet that's exactly what millions of people around the world face. This pandemic has taught us all the importance of handwashing for protection against diseases like COVID-19. Every child deserves clean water to drink—and clean water for handwashing to help keep them healthy.

What if I want to do this with others? Is this event family friendly?

This event is designed for anyone and everyone, of all ages. It's also flexible: You can walk or run the distance, by yourself or with your family and friends, and be part of this global movement to change lives. 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 in May, you'll help vulnerable kids and families establish life-changing access to clean water.

Why do I have to pay \$50 for the event? Where does that money go?

Every \$50 registration fee will help one person in need get lasting access to clean water through World Vision projects. So when you sign up, know that you'll be helping change the lives of women and children by freeing them from a life spent collecting dirty water. In fact, when you fundraise for your Global 6K, every \$50 you raise brings clean water to another person, so your impact can keep going!

GLOBAL 6K MESSAGING: B2C (cont.)

What difference has the Global 6K made in the past?

In 2020, more than 21,000 people like you moved their feet and raised nearly \$2 million, changing thousands of lives with the gift of clean water! With clean water, moms have more time to care for their families, kids can stay in school, and the whole community's health can improve. That's why we take this pretty seriously. World Vision reaches one new person every 10 seconds and three more schools every day with clean water. And we're the leading nongovernmental provider of clean water in the developing world. When you participate in the Global 6K, you're helping us reach even more people!

Where do I sign up?

Glad you asked! Head to worldvision6k.org to learn more and get started.