



Splash

# CROWDFUNDING TOOLKIT



# TABLE OF CONTENTS

Welcome Letter ..... 1

Fundraising Information ..... 2

Your Fundraising Page ..... 3

Fundraising Tips ..... 5

Templates ..... 6

# WELCOME LETTER

Welcome to Splash’s Crowdfunding Toolkit! We appreciate your interest in fundraising for Splash with the goal of providing kids with clean water, clean hands, and clean toilets. We hope this kit will give you the tools you need to host a very successful fundraising campaign.

### WHY FOCUS ON WATER, SANITATION, AND HYGIENE FOR KIDS LIVING IN URBAN AREAS?

Over 1.8 billion people rely on unsafe drinking water and nearly 2.5 billion people don’t have access to functional toilets. Although a lack of access to water, sanitation, and hygiene is devastating for people of all ages, children are impacted more drastically by the water crisis - 90% of deaths from water-borne illness are kids.

We focus on urban areas because all over the world, the trends of poverty are abundantly clear: The poor are moving to the cities in droves. 3.9 billion people live in cities, and by 2050, 75% of the world’s population will live in urban contexts.

### WHAT IS SPLASH DOING TO HELP?

Splash serves over 1 million children every day in eight countries across Asia and Africa. We reach this enormous number of children by installing water filtration systems in child serving institutions like schools, orphanages, shelters, and hospitals. These systems remove 99.9999% of all bio-contaminants from water and are made of very durable materials to ensure quality and sustainability.

In addition to installing filtration systems, Splash improves sanitation at schools; ensuring toilet facilities are outfitted to meet global standards for safety, privacy, cleanliness, and accessibility. We address bad hygiene habits through teacher and student training, and by installing powerful motivators like mirrors, footsteps, and paint to create a child-friendly environment. Splash’s hygiene education programming encourages long-term behavior change by instilling the value of healthy hygiene practices and sanitation in kids, teachers, staff, and hopefully, parents.

### WHAT CAN I DO TO SUPPORT YOUR MISSION?

We need people like you to help raise awareness of the global water crisis and raise funds so we can bring clean water to kids in schools worldwide! You can make a huge difference in a child’s life by ensuring clean water is available, sanitation services are safe, and changing the way hygiene education is understood and taught in schools around the globe.

We’re very excited to have a dedicated person like you advocating for clean water for kids. Please reach out if you have any questions! You can always reach us at [give@splash.org](mailto:give@splash.org).

Sincerely,  
  
Eric Stowe  
CEO and Founder





## FUNDRAISING INFORMATION

### WHAT IS CROWDFUNDING?

Crowdfunding is simply the term used to describe the collective effort of pooling money together to fund an initiative. When hosting a crowdfunding campaign, an organization sets up a campaign page and accepts donations, hoping to achieve a set goal. Campaigns launched on crowdfunding sites usually achieve success by appealing to either the mainstream masses or to specific communities that share a common interest.

### WHAT IS PEER-TO-PEER FUNDRAISING?

Rather than banking on instant mass appeal, peer-to-peer fundraising campaigns build momentum by engaging and activating fundraisers, who then reach out to their own networks for support. One of the main components of peer-to-peer is the ability it gives fundraisers to individualize the cause and explain why it matters to them. Supporters can connect their own beliefs, values, and identity to your mission, and their personal fundraising pages become a vehicle for them to express their story in their own words.

### WHAT YOUR GIFT CAN DO

\$120 – Maintains a school water filtration system for two years, giving hundreds of kids access to clean water all year long

\$300 – Provides one handwashing or drinking water station for a school that protects students from illness and promotes a healthier learning environment

\$600 – Provides a pair of child-friendly handwashing and drinking water stations to students to keep their hands clean and stay hydrated all day long

\$1,000 – Enables menstrual health training for all students at a school, empowering them with knowledge and resources

\$2,000 – Installs a durable, efficient, and highly-effective water filtration system that guarantees clean water for an entire school for years

## YOUR FUNDRAISING PAGE

### SETTING UP YOUR FUNDRAISING PAGE

Creating your fundraising page is quick and easy. [Click here to get started!](#)

First, enter your contact information into the form. The page will look like this:

**Sign Up to Fundraise for Splash**

Welcome to your peer-to-peer fundraising journey with Splash! By creating your own personalized fundraising page, you're joining a community committed to transforming children's lives through clean water. Your support helps us deliver safe, sustainable water solutions to kids around the world. It's easy, impactful, and every step you take inspires others to contribute to lasting change. Let's create a transformative movement together!

Not Lily Young? [Click here to log out.](#) @fastaction

**Contact Information**

First Name  Last Name

Street Address  Address Line 2 (Optional)

Postal Code  City  State

Email  Phone (Optional)

Yes, sign me up for email updates.

Update my FastAction profile with this information.

Next, you will be taken to your editable page. It should look something like this:

Welcome.

Use this page to manage your fundraising preferences.

Fundraising Page Copy Link


Your fundraising page link:  
<https://secure.everyaction.com/P2P/xJm0QwW9EU-bitJSBzdu4Q2/EF50F6HdEe-I0AAN0ouqXg2>

Fundraising Goal Edit

Amount Raised <b>\$0.00</b> <small>toward \$1,000.00 goal</small>	Supporters <b>0</b>
---	------------------------

About Edit


**Help clean water for kids!**  
 I'm supporting Splash because I believe every child deserves clean water, and yet there are still millions of kids living in hundreds of cities around the world who don't have access to safe water. Your donation to my page will help bring safe drinking water, handwashing with soap, child-friendly toilets, and hygiene and menstrual health programs to kids in public schools around the world.



You can edit your fundraising goal and the text and photos in the About section. Use this as an opportunity to share why you care about providing clean water to kids and tell your story! We have provided default text that you can choose to keep or change. To see what your fundraising page looks like to donors, click the “Your fundraising page link” at the top. It will look something like this:

Goal \$1,000.00	Amount Raised \$0.00	Supporters 0
--------------------	-------------------------	-----------------

I'm supporting Splash because I believe every child deserves clean water, and yet there are still millions of kids living in hundreds of cities around the world who don't have access to safe water. Your donation to my page will help bring safe drinking water, handwashing with soap, child-friendly toilets, and hygiene and menstrual health programs to kids in public schools around the world.



Take future action with a single click.  
Log in or Sign up for FastAction

fastaction

1 Amount 2 Details 3 Payment

One-Time  Monthly

\$25 \$53 \$120 \$300

\$1,500 \$0.00

I'd like to help cover the transaction fees for my donation

I'd like to make this contribution in honor or in memory of someone

Next



## FUNDRAISING TIPS

Starting a peer-to-peer online fundraiser can be an effective and personal way to support Splash. Here are some tips to help you launch a successful campaign:

### 1. SET CLEAR GOALS

- Define the fundraising target: Set an achievable, specific goal to motivate donors
- Explain the impact: Clearly state how contributions will help Splash, such as funding clean water projects or community education

### 2. CREATE A COMPELLING STORY

- Personalize the campaign: Share why this cause matters to you personally and why others should support it.
- Use visuals: Include photos, videos, or infographics to tell a more engaging story.

### 3. LEVERAGE SOCIAL MEDIA

- Share updates regularly: Post frequent updates on your progress, including milestones reached or stories about why the cause is important.
- Use hashtags: Create or use relevant hashtags to increase visibility. These can be related to specific giving days, like #GivingTuesday or the cause itself, like #cleanwater.
- Engage with your audience: Respond to comments and thank donors publicly to build a sense of community.

### 4. UTILIZE EMAIL AND DIRECT MESSAGING

- Send personalized messages: Reach out directly to friends, family, and colleagues to share your campaign and ask for support.
- Include a call to action: Encourage recipients to donate and share the campaign with their own network.

### 5. OFFER INCENTIVES

- Create small rewards: Offer a simple thank-you note, shout-outs on social media, or other low-cost tokens of appreciation.
- Highlight milestones: Let donors know how each contribution gets the fundraiser closer to the goal.

### 6. EXPRESS GRATITUDE

- Thank your donors: Show appreciation publicly and privately, no matter the size of their contribution.
- Follow up after the campaign: Let them know the overall result and impact of their help.

## TEMPLATES

### SAMPLE DONATION REQUEST EMAIL

Request in-kind donations from local businesses and/or volunteer time from your classmates and school faculty. Make sure to introduce Splash, our mission, and the ability to report their in-kind donations for tax purposes.

Hello!

[Personalized greeting]

Did you know that 1.8 billion people around the world rely on unsafe drinking water?

There are still millions of kids living in hundreds of cities around the world without safe water. Splash, a nonprofit enterprise, focused on water, sanitation, and hygiene (WASH) for children living in urban poverty.

I am raising money for Splash to give more children access to clean water, clean hands, and clean toilets. I am hoping to raise [Fundraising Goal], which will [see page 2 for what specified amounts of money will do].

[Give some background about why you are choosing to raise money for Splash (1-2 sentences)]

Would you please help by donating to my campaign [include link]? Any amount you're willing to donate will be greatly appreciated!

By contributing, you can rest easy with the knowledge that your tax-deductible gifts directly benefit more than one million kids every day.

Thank you for your support!

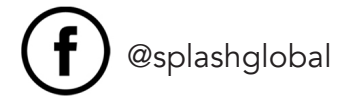
Warm regards,

[Your Name]



### SAMPLE SOCIAL MEDIA POSTS

Try personalizing these captions with pictures related to you and/or Splash. [Here are photos you can use.](#) Don't forget to tag Splash in your posts!



### FACEBOOK/INSTAGRAM

Every child deserves clean water. Did you know that 1 in 3 schools globally doesn't have basic water access? I'm raising funds for Splash, a nonprofit dedicated to providing clean water, sanitation, and hygiene for children around the world. Every drop counts! Join me in making a real difference. Click here to donate: [link] #CleanWaterForAll #DonateForGood

This week, Splash provided clean water to thousands of children across schools in [mention a recent area if applicable]. Your support can make this happen again and again. Just \$20 can change a child's life. Be part of this wave of change. Donate today! [link] #Splash #CleanWater

Millions of children worldwide don't have access to clean, safe water. With your help, Splash brings life-changing water solutions to kids in schools around the world. Tap the link in bio to support my fundraising campaign and give the gift of clean water today! #WaterIsLife #SplashGiving #Fundraiser

#### IG Stories

Did you know? Over 500 million children lack access to safe drinking water. This changes now.

Join me in supporting @Splash\_org's mission to ensure clean water for every child. Swipe up to donate or click the link in my bio.

Every \$1 counts. Be the change. #CleanWaterForAll

### TWITTER

Every 3 seconds, a child dies due to waterborne diseases. Let's change that. Join me in supporting @Splash\_org to bring clean water to kids worldwide. Donate here: [link] #CleanWater #SplashFundraiser

I'm on a mission to help bring clean water to kids in schools around the world. Just \$25 can transform lives through @Splash\_org. Please consider supporting my campaign here: [link] #WaterChangesEverything

## SAMPLE DONOR THANK YOU LETTER

While Splash will send thank you letters and tax receipts to your donors, you should consider sending personal thank-you cards, notes or emails, regardless of the size or nature of their contribution.

Dear [Name of Donor],

Thank you for your generous donation of [Amount Donated] to my fundraiser for Splash, a nonprofit enterprise, focused on water, sanitation, and hygiene (WASH) for children living in urban poverty.

Because of you, we are able to help Splash lower the number of kids who lack access to safe water, hygiene education, and clean sanitation facilities, in highly populated cities.

My fundraiser raised [Total Amount Raised] in total, which will [see page 2 for what specified amounts of money will do].

We plan to continue fundraising for Splash to help them achieve their goal of giving every child access to clean water. We hope that you will continue to support our fundraising campaigns.

Thank you again for your very thoughtful donation.

Sincerely,

[Your Names]



Splash