



Splash

HOSTED EVENT GUIDE



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WELCOME LETTER

Welcome to Splash’s Hosted Event Guide! 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 event.

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.

Sincerely,

Eric Stowe
CEO and Founder





HOSTING AN EVENT FOR SPLASH

Thank you for your interest in hosting a fundraising event for Splash! Your efforts play a crucial role in supporting Splash's mission to ensure children around the world have access to clean water, sanitation, and hygiene. By organizing an event, you're not just raising vital funds; you're also spreading awareness and creating a community of advocates dedicated to making a tangible impact.

This guide is designed to walk you through every step of planning and executing a successful fundraiser, whether it's an intimate brunch, a lively music performance, or a community-wide sports tournament. With thoughtful preparation, clear goals, and a passionate team, your event can inspire generosity and make a real difference.

We're here to support you in this journey. Read on to discover how you can create an engaging and memorable experience for your guests while championing Splash's life-changing work.

Thank you for taking the first step toward hosting an event that can change lives!

WHAT DONATIONS CAN DO

\$120 - Maintains a school water filtration system for two years, providing clean water to hundreds of children

\$300 - Installs one handwashing or drinking water station that protects students from illness and promotes a healthier learning environment

\$600 - Provides a set of one blue drinking water station and one orange handwashing station to give students kid-friendly facilities to keep their hands clean and stay hydrated

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

\$2,000 - Provides a water filtration system that guarantees clean water for an entire school

\$XXX - Every drop helps. No matter the amount!

PLANNING YOUR EVENT

1. SET YOUR GOALS

Fundraising Goal: Determine the specific amount you wish to raise to contribute to Splash's mission.
Attendance Goal: Decide on the ideal number of attendees to make your event a success.

2. DETERMINE YOUR EVENT SCOPE AND TYPE

Choose the type of event that best suits your community and resources:

Social Gatherings: Dinner party, BBQ, chili cook-off, crawfish boil

Casual Events: Cocktail party, happy hour, wine tasting

Morning Events: Coffee/brunch

Educational: Lunch and learn

Entertainment: Film screening, music performance

Community Fundraisers: Bake sale, run/walk, sports tournament

Celebrations: Birthday parties dedicated to fundraising

3. LOGISTICS

Team Support: Enlist friends or colleagues to help and assign roles (e.g., venue setup, food coordination, decoration, RSVPs).

Budget Planning: Draft a budget for your event and seek in-kind donations from local businesses to minimize costs. Splash is unable to offer financial support for event expenses.

Invitations: Compile a guest list, send out invitations, and follow up on RSVPs. Platforms like Evite can be useful for managing digital invites.

Speaker Availability: Splash's staff may not be able to attend in person due to logistical constraints, but you can request virtual support or materials by emailing give@splash.org.

4. MATERIALS

Visual and Informative Resources: Utilize print materials, videos, photos, and logos provided by Splash.

5. PROMOTION STRATEGY

Marketing: Outline how to promote the event through social media, email newsletters, community boards, or partnerships with local organizations.

Media Outreach: Tips on reaching out to local newspapers, radio stations, or community blogs for event coverage.

DURING YOUR EVENT

1. STICK TO YOUR SCHEDULE

Event Agenda: Include a sample timeline or schedule to help hosts plan activities (e.g., welcome speech, guest introductions, fundraising ask, entertainment, closing).

Interactive Segments: Suggestions for engaging activities like live auctions, raffles, or Q&A sessions about Splash's work.

2. DAY-OF COORDINATION

Checklist for the Day: Items to confirm such as checking the tech setup, ensuring volunteers know their roles, and preparing donation tracking.

Welcome Packets: Providing guests with a welcome kit that includes information about Splash, impact stories, and how their contributions help.

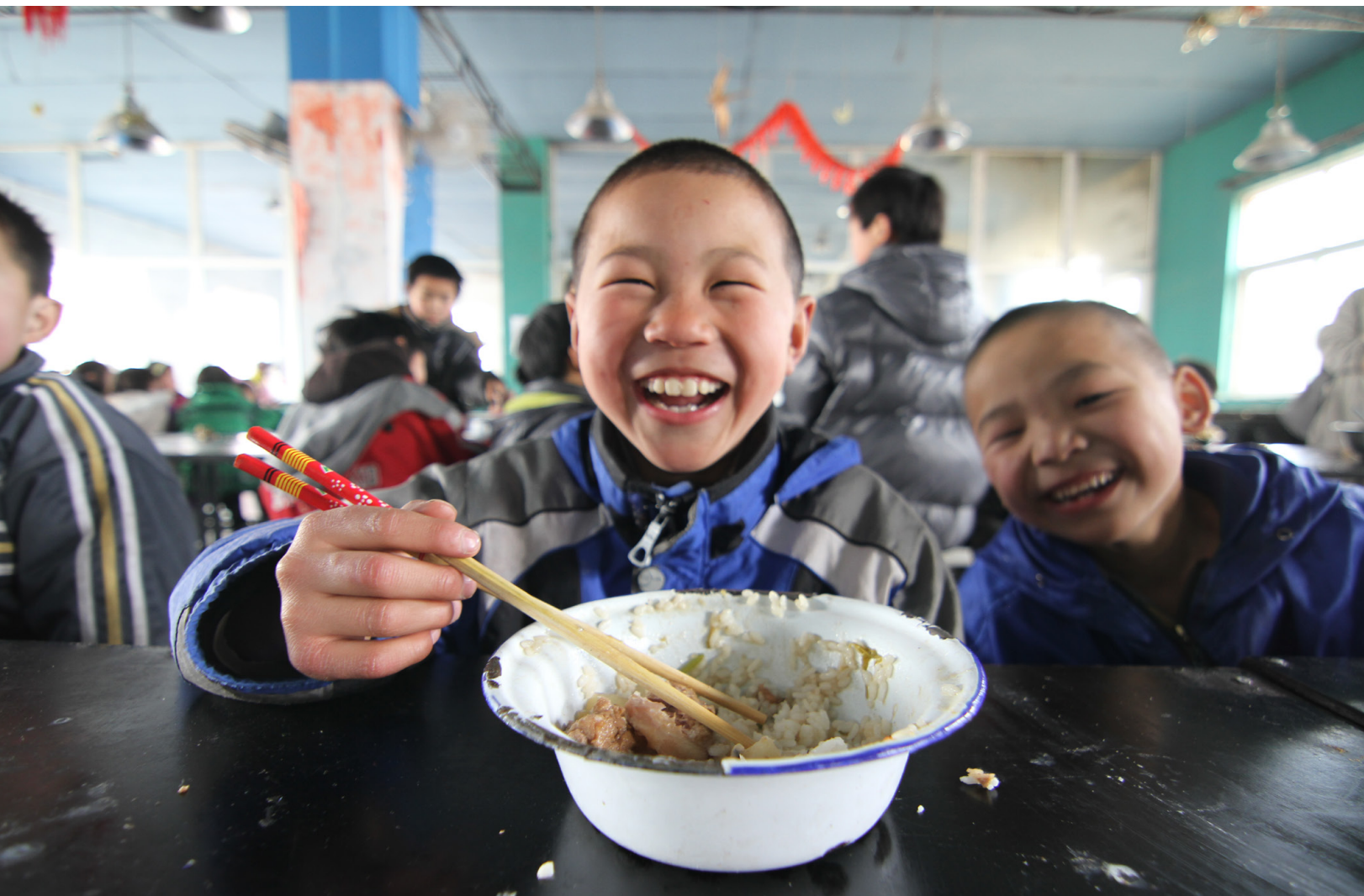
3. DONATION COLLECTION

Donation Collection:

Set up a peer-to-peer (p2p) fundraising page to facilitate donations.

Have a computer available at the event in incognito mode directed to the donation page.

Be direct in requesting donations—most attendees expect to contribute when attending a fundraiser.



POST-EVENT

HAVE A FOLLOW-UP PLAN

- Thank You Notes for Donors: Splash will send thank you letters and tax receipts for donations made via credit card or check. If cash donations are collected, provide donor contact details and amounts for receipts.
- Personalized Thank You Notes: Send personalized thank-you messages to attendees and volunteers.
- Post-Event Reporting: Sharing fundraising outcomes with attendees and Splash, which helps maintain engagement and transparency.

FINAL TIPS

- Ensure any requested materials or assistance from Splash are made well in advance (6-8 weeks before the event).
- Maintain clear communication and follow up to secure guest commitment and donations.
- Plan and delegate effectively to create a seamless and impactful event.
- For more insights, refer to resources such as [Candid's Guide on Fundraising House Parties](#).

SUBMITTING YOUR DONATIONS

Congratulations, you've completed a successful fundraiser! Use the following guidelines to make sure the safe and proper transfer of the funds.

Please make sure to keep organized records of the donations you collect. If donors want a tax receipt from Splash, you will need to keep track of each donor, their email address or street address, and the dollar amount of donation (over \$5).

WAYS TO SUBMIT YOUR DONATIONS

1. Through Our Website - You may submit your compiled donations at www.splash.org/donate. You will need a credit card/debit card to remit donations online.
2. By Mail - Send us a check by mail using the form below. Make checks payable to Splash International and mail to:

Splash International
7511 Greenwood Ave N Unit 4203
Seattle, WA 98103

3. Cash and Coins - Please do not send cash or coins through the mail. It's most helpful to take collected funds to the bank and have a cashier's check issued.

SPLASH MAIL DONATION FORM



Please select a payment option:

- I have included a check payable to Splash
- I would like to charge my
- Visa MasterCard
- Discover American Express

Name: _____ Total Amount Raised: \$ _____

Card Number: _____ Expiration Date: _____

Address: _____

Cardholder Name: _____

E-mail: _____

Cardholder Signature: _____

TEMPLATES

SAMPLE DONATION REQUEST EMAIL

Request in-kind donations from local businesses and/or volunteer time. 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 hosting [event name/type] 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 your event (1-2 sentences)]

Would you please help by donating [be specific]? Any amount or item 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 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 our [Fundraising Event] 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.

Our [Fundraising Event] 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 and will attend future events.

Thank you again for your very thoughtful donation.

Sincerely,

[Your Names]

