Host Site Planning Guide

Everything you need to activate your local community for the clean water cause
EVERY STEP YOU TAKE IS ONE THEY WON’T HAVE TO™

IREEN’S STORY

Ireen (pictured on cover) used to walk for water several times a day—but her story got a new chapter in August 2020, when water drillers came to her village. Check out page 9 to read what happened!

Scan the QR code to visit our Host Site Hub, which contains the resources mentioned in this guide.
Hey leaders!

We’re so excited to have you and your host site join this movement as we come together to help end the global water crisis. We hope this guide assists you along the way!

It’s YOUR goal to connect your family, friends, neighbors, and community for global change by laughing and sweating through this amazing event.

It’s OUR goal to provide you with everything you need to help children in developing countries get lasting clean water—which gives them not only the ability to wash their hands and stay safe from disease, but also the chance for fuller lives.

Use as little or as much of this guide as you want, and don’t hesitate to let us know if we can help you with anything at all!

Crystal O’Rourke
Host site coach
World Vision’s Global 6K for Water

P.S. Look for these icons throughout the planning guide—they indicate where you can go the extra mile, get even more resources online, soak up advice from host site leader alumni, or find ideas for virtual participation.

“I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in.”

—Matthew 25: 35 (NIV)
Table of contents

Why water? .................................................. 7
Phase 1: Plan your event day .............................. 11
Phase 2: Launch your Global 6K ....................... 15
Phase 3: Increase your impact ............................ 21
Phase 4: Celebrate your impact ........................... 29
Meet the team and contact info .......................... 32
FAQs ......................................................... 33
Resources ................................................... Back cover
Hosting at a glance

1. **Plan your event day**
   (8 to 10 weeks before 6K day)
   We’ve got you covered with all the lists and tips you need to execute an awesome event! Learn how to route your course, love on your people, and make the day simply amazing on pages 11–13.

2. **Launch your Global 6K**
   (6 to 8 weeks before 6K day)
   Soak up all of our best tips for sharing your 6K at church, work, and school, on social media, or in the community. Remember to personalize your team page with your story, photos, and event day details, so participants can learn more about your host site when they register (instructions on page 15).

3. **Increase your impact**
   (from start to finish)
   Change more lives, invite more people, and earn more fun flair for your host site. On page 21 we’ve included previous host site leaders’ best ideas for getting people involved. You can also join our Facebook group—2022 Global 6K Leaders—to chat with other leaders around the world and share recruiting ideas.

4. **Celebrate your impact**
   (6K day and beyond)
   This is what we’ve all been waiting for! Learn how to celebrate lives changed and connect with other 6K-ers around the world.
Dates to remember

3/1 – Recruit 20 team members and earn host site incentive award #1 (see page 24 for more details)

3/1 – Participant event kits begin to ship (T-shirt, bib, and welcome pamphlet)

3/22 – World Water Day (Hint: This is a great launch day!)

4/1 – Grow your team to 50 and earn host site incentive award #2

5/1 – Make an online fundraising push to reach $5,000 and earn host site incentive award #3

5/9 – Event day materials begin to ship

5/16 – Last day for participants to register and receive supplies before 6K day

5/21 – GLOBAL 6K FOR WATER EVENT DAY!
**Why water?**

**Clean water has never been more critical**

Globally, 771 million people lack access to clean drinking water. In the developing world, people walk an average of 6 kilometers (3.73 miles) each day to find water that’s often dirty and makes them sick. It’s mostly women and girls who make this dangerous and time-consuming journey. That means girls miss school to get water for their families, which holds them back from reaching their full potential.

And around the world, in areas where World Vision works, only half of healthcare facilities have water, and only 16% have basic handwashing facilities. One of the most effective ways to prevent the spread of diseases like COVID-19 is to make sure people can wash their hands with clean water.

When communities have reliable access to clean water, it transforms every aspect of their lives. Better health, education, and economic opportunities flow from clean water.

With clean water:

- Children are better protected from disease and infection.
- More girls are free to go to school.
- Women can spend more time nurturing their kids and running businesses.
- Families can increase livestock production and grow vegetables year-round.
- Medical centers can operate safely, so people’s overall health can improve.
- Communities can focus less on basic needs and more on programs that foster growth.

By hosting the Global 6K, you’re a part of a worldwide movement to bring life-changing clean water to thousands of people in need all over the world. Working together, we can help end the global water crisis in our lifetime!
In 2020, with partners like you, World Vision:

reached 8.2 million people with handwashing and hygiene behavior-change education

improved sanitation for 2.7 million people

equipped 3.4 million people with clean water access

World Vision is uniquely positioned for this work—including when needs arise from a health crisis like COVID-19—because we’re a global leader in both handwashing education and clean water provision. With your help, we are reaching one new person every 10 seconds with clean water and one new person with handwashing education as well.

We’re committed to providing clean water to everyone, everywhere we work, by 2030—including the most vulnerable populations in the hardest-to-reach places.

How are we doing this?

• Kids are learning how to practice good hygiene behaviors.

• Families and schools are getting more sanitation, like latrines and handwashing stations.

• Communities are being equipped to build and maintain more wells and water systems.
Nine-year-old Ireen is from Malawi. Her mother, Chimwemwe, the Chichewa word for happiness, is a single mother raising four children on her own. She desperately needed the change that comes with access to clean water. She didn’t want her bright daughter, Ireen, to follow the rugged path she’s had to walk: dropping out of school early to work on farms, marrying too young, eking out a living, and rising before dawn to collect water from a dirty stream—one of many trips per day to satisfy the needs of her family.

In August 2020, World Vision’s drilling team in Malawi did the unthinkable as COVID-19 raged. Masked for safety, with 150 excited villagers watching from a distance, the drillers struck clean water. It took persistence and prayer. “God has fought for us,” says lead driller Golden Bhikha. “We have been praying for Ireen to get water. And now God has helped us and now we have water.”

Ireen is overjoyed. “I was so happy, like I’ve never been in my life,” says Ireen. “My prayers have been answered. The water is very close now.”

Instead of walking what the average woman in developing countries walks for water daily—6 kilometers, or about 3.7 miles—Ireen and her mother now walk less than four minutes for clean water right in their village. Ireen’s freer to go to school and to pursue her dreams.
PHASE 1
PLAN YOUR EVENT DAY

Tips for smooth sailing

Keep it simple
- Choose an event location with plenty of parking and restrooms nearby.
- Try to steer clear of areas that require a permit. The Global 6K is more of a fun meet-up with friends and community than a full-fledged race.
- Don’t underestimate the awesomeness of hosting from your own church, school, or neighborhood park! And remember to get local community organizations involved too.
- VIRTUAL TIP: Let your participants know they can 6K anywhere, and offer suggestions like their local park, neighborhood sidewalk, or even their treadmill.

Pick a time
- Be sure to choose a time that will give you an opportunity to set up beforehand. Keep in mind that the average 6K duration for a walker is 90 minutes. Some have even had fun at evening events by adding glowsticks—orange ones, of course!
- Most events start around 8 or 9 a.m. If you’re in a warmer area (we see you, Phoenix and Austin!) consider an earlier start time, like 7 a.m., to beat the heat.
- VIRTUAL TIP: If your host site has participants moving their feet virtually, the start time is up to you! You can all begin together, or you can encourage participants to start whenever works best for them.

Make it a party
- Treats can really bring a community together. Reach out to local businesses that might supply snacks and drinks. Bananas, granola bars, doughnuts, and cookies are crowd favorites. And don’t forget the water!
- Partner with others in your neighborhood and community to promote the event.
- Add music. Recruit someone to be the DJ and blast tunes out of the loudest speakers you can find. Check out our recommended playlists on the Host Site Hub the week before the 6K.
- VIRTUAL TIP: Set up a Zoom call for before and after the event to connect with your community and celebrate together!
Map your 6K course

6 KILOMETERS = 3.7 MILES

Loop course
Run 6 km on a course that circles back to the starting point.

Out and back
Run 3 km out and 3 km back.

Point to point
Run 6 km to a designated finish line.

School track
Run 6 km—that's 15 laps on a standard track.
SURPRISE! To help add some flair to your event, use the promo code “raceday” to get $10 off special Global 6K gear at store.worldvision6k.org.

Reuniting with family

The Global 6K has always been a special event for the members of Iglesia Bautista Penial Church in Chicago. But participation last year was especially meaningful. “It was the first time we did something outside of church since the coronavirus,” says Maria Gomez (back row, third from right). “Young and old came to enjoy the day!” After being apart for so long, the 6K became a family reunion for this wonderful church. With smiles, laughter, and full hearts, Maria and her family made an impact—together!
PHASE 2
LAUNCH YOUR GLOBAL 6K

Pick a day to officially launch the Global 6K, about six to eight weeks before the event. This announcement looks different depending on how you’re hosting your event, but the common theme is telling your friends and family you’re helping change the world—and you want them to join you!

Customize your page
Visit worldvision6k.org and follow these steps:

1. **Customize** your page by adding photos and a story unique to your team.
2. **Create** your customized URL under the “Settings” tab—this is the best link to share when inviting people to join your team!
3. **VIRTUAL TIP:** Make a QR code to share your link on posters, mailers, and PowerPoint slides. Just search “create a QR code online” to see how easy it is.

Launch the 6K
Curious about what goes into a launch? We’ve broken it down into four simple steps for you. Hit these points and watch the sign-ups roll in!

1. **Introduce the need**
   Let people know the need with a water or global poverty stat. Then, explain how they can help through the Global 6K while coming together as a community. Start with the basics, such as the significance of the distance, how every registration fee equips one person with lasting clean water, and how each 6K-er can build a unique relationship with the child on their race bib.

2. **Make everyone feel welcomed**
   Usually when people hear the word “running,” they tune out. Make sure you’re clear this event is accessible to everyone. We’ve had participants ranging in age from over 100 to newborn! Whether they run, walk, or roll, everyone can do this!
3. Share your passion
Explain what connects you to the cause. Are you excited to engage your local community and provide them with an opportunity to help kids in developing countries? Do you want to help families lift themselves out of poverty? Make sure communities have handwashing facilities to protect themselves from diseases like COVID-19? Support the futures of women and girls through time saved by not having to gather water? Whatever the reason, let everyone know.

4. Give a call to action
Of course, you should make sure people know how, when, and where to register. But, you should also tell them (one more time) why they should register. Whether it’s clean water, children in need, time with loved ones, or the call to end global poverty, make sure you help people understand their why.

**Draft your script here:**

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Launch the Global 6K at your CHURCH

- Secure 3 to 7 minutes during the service to launch.
- Place an announcement or invitation in the bulletin. (This is a great use of your launch kit postcards!)
- Show the Global 6K video and follow it with a personal invitation from a pastor or 6K leader. Include a PowerPoint slide during your announcement that has the team QR code on it.
- Host a Global 6K information table after the service with postcards, a sign-up list, sample T-shirts, race bibs, and medals from your launch kit. You could even set up a tablet or laptop to catch online registrations right away.

Launch the Global 6K on SOCIAL MEDIA

- Post on social media announcing your Global 6K and asking your friends and family to join you. Use #6KforWater.
- Create a Facebook event with your site’s details and invite everyone you know.
- Share the Global 6K video via Facebook Messenger and email with a personal invitation to friends and family.
- Post a picture of your bib introducing who you are walking for, tag who you’ll be 6K-ing with, and challenge them to do the same!
Launch the Global 6K at WORK

- Host a “lunch and learn” to announce the Global 6K.
- Have a Global 6K table in your office with postcards, a sign-up list, sample T-shirts, race bibs, and finisher medals.
- Ask if you can send a company-wide or team-wide email about the 6K, inviting colleagues to join.
- Ask company leadership to record a short video to share with coworkers about the 6K.
- Hang posters around the office and keep postcards at your desk.
- Bring in orange cupcakes or doughnuts to work as a conversation starter for the 6K.
- Add an “Ask me about the Global 6K for Water” call to action to your email signature.

- Ask local shops (dry cleaners, coffee shops, gyms, grocery stores) if you can put a poster in their window or leave postcards next to their register.
- Place a Global 6K yard sign in your front yard or in your window. You could even get creative with a fun display that goes bigger!

Launch the Global 6K at a SCHOOL

- Secure time during a school assembly for a kid-friendly launch. Partner with an enthusiastic teacher, school admin, or coach to help get students involved.
- Hang posters around the building.
- Ask if you can include the Global 6K in school newsletters and e-newsletters or on the school’s social media.
- Share at parent-teacher meetings.
- Create a challenge between classes or grade levels to see who can get the most sign-ups.
- Set up a table in the cafeteria or lobby to share about the Global 6K, and pass out sign-up postcards for students to take home to their parents.
- Have the school mascot wear a Global 6K t-shirt on your launch day.

Launch the Global 6K in your COMMUNITY

- Set up a table at neighborhood fairs, festivals, and local sports events.
- Carry Global 6K postcards with you to pass out when you strike up a conversation in the grocery store, salon, coffee shop, school, and everywhere you go in your area—while wearing your shirt.

Surprise Promo Code! To get you started with your recruiting efforts, here’s $5 off of your first five registrations. Simply share the promo code “firstfive” with five friends or family members!
All-ages impact

Khayriyyah Aleem, 75, celebrates the 2019 Global 6K for Water with Antioch Baptist Church at Burke Lake Park in Fairfax Station, Virginia. It was Khayriyyah and her church’s third year.

“Growing up in D.C. in a poor family, I know what it’s like to be without things,” Khayriyyah says. “There were hungry days. There were sad days. God has blessed me, even though I am in this chair and I am legally blind.”

Continuing what she’s done over the past few years, she raised $770 last year!

“Just because you don’t have money, don’t mean you can’t get money,” she says. “I don’t have money, but I go and ask people. So just because you don’t have money, don’t mean you can’t help.”
PHASE 3
INCREASE YOUR IMPACT

Invite more people

Spread the word and encourage your participants to do the same. The more 6K-ers you have, the more kids will be equipped with access to clean water!

Here are a few recruiting best practices from 6K host site alumni:

• Send texts and emails and make phone calls to everyone you know—personalized invites work best. Invite family and friends who don’t live near you to participate virtually.

• Set a big goal and push it until your voice is gone! Remind people who can’t participate for whatever reason that they can still donate and make an impact. Always tie it back to why you’re doing this—making a difference for children and families.

• Create a sense of FOMO (fear of missing out). Have a fun treat, special guest, or unique experience at your event and promote that with the Global 6K.

• Partner with local businesses and restaurants to provide treats, giveaways, or special discounts for 6K participants.

• Set up a table outside your local grocery store or drugstore to recruit participants.

• Invite youth groups, small groups, school clubs, and local universities (students often need volunteer hours).

• Have special activities for kids like face-painting or balloon animals to encourage family sign-ups.

• Check with your local media: Nonprofit events can sometimes receive free ad space in local TV, newspaper, and on the radio.

• Promote at local running clubs. Running stores often have weekly fun-run groups: See if they’ll join your Global 6K and help spread the word.
Change more lives

The more people you can invite to participate in the Global 6K, the more kids and families get access to clean water. Use these tips to add some oomph to your fundraising!

☐ Check your heart
You’re going far beyond asking for money—you’re inviting people to help change lives. Pray for the children and communities that will have clean water through the Global 6K. Pray for donors to surprise you with generosity, and ask God how many children you should aim to support.

☐ Set an example
When people see that you donated toward your own goal, it shows that you have skin in the game. Set an example by donating $50 to your personal page or host site page.

☐ Get personal
Your story matters. Share WHY you’re hosting a 6K and why equipping kids in need with access to clean water matters to you.

☐ Set goals (see below)
Everyone who signs up for your team is already equipping one person in need with lasting clean water. Now imagine that impact doubled or even tripled. If you set a big goal for your host site, your team will follow. Ask each team member to raise at least $50—lasting clean water for one person. Or set a goal with a visual example like equipping two classrooms of children (about 60 to 70 kids) or a small church (about 75 to 100 people) with clean water. There’s space to write your own goals below!

☐ Be specific—and bold
Ask people on your team pointed questions like, “Will you equip another child who is thirsty with access to clean water by fundraising $50 more?” Ask big. Ask boldly.

☐ Don’t quit
Often folks need a friendly reminder, even after they’ve said “yes.” Remind your team of your goals and how everyone can be an even bigger part of the global movement by fundraising!

☐ Get social
Social media is a good way to celebrate and shout out your top fundraisers! Post a selfie video celebrating your current top fundraisers and inciting some healthy competition among the rest of the team.

☐ Get out there
Make a phone call, start a conversation, set up a lemonade stand, host a garage sale—there are plenty of ways to fundraise offline!

_______ (# of people on your team) x $50 registration x $100 fundraising per team member = _________ funds raised and _________ people equipped with lasting clean water!

Help them make that goal and imagine their long-term impact!
Social circles

Think about all the people who you interact with on a daily or weekly basis. Now invite them to join you on this global mission to equip people with access to clean water. Together, let’s help end the global water crisis in our lifetime!

My list of people:

_________________________________________________________________________
_________________________________________________________________________
_________________________________________________________________________
**Earn more gear**

**Host site incentives**

Incentives add flair to your Global 6K! These can include directional signage, cowbells, face paint, jerrycans, start/finish banners, and more. Go to [store.worldvision6k.org](http://store.worldvision6k.org) to find everything you need—and redeem your store credit!

VIRTUAL TIP: Create an invite-a-friend challenge with prizes, send gear to your top fundraiser, or help your family and friends get in the Global 6K spirit!

| Raise $1,000 or recruit 20 team members | $25 store credit |
| Raise $2,500 or recruit 50 team members | $50 store credit |
| Raise $5,000 or recruit 100 team members | $100 store credit |
| Raise $10,000 or recruit 200 team members | $175 store credit |
| Raise $25,000 or recruit 300 team members | $225 store credit |
| Raise $50,000 or recruit 1,000 team members | $350 store credit |
Participant fundraising rewards

Hit these goals. Earn sweet gear. Share these fundraising rewards with your team to encourage them to raise even more money for kids and families! (Note: Participants can opt out of receiving these rewards if they prefer.)

Look out for your rewards in the weeks following the Global 6K.

<table>
<thead>
<tr>
<th>Amount Raised</th>
<th>Reward 1</th>
<th>Reward 2</th>
<th>Reward 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100 raised</td>
<td>Clean water for 2 people</td>
<td>Baseball cap</td>
<td>Baseball cap</td>
</tr>
<tr>
<td>$250 raised</td>
<td>Clean water for 5 people</td>
<td>Water bottle</td>
<td>Water bottle</td>
</tr>
<tr>
<td>$500 raised</td>
<td>Clean water for 10 people</td>
<td>Socks</td>
<td>Socks</td>
</tr>
<tr>
<td>$750 raised</td>
<td>Clean water for 15 people</td>
<td>Sweatshirt</td>
<td>Sweatshirt</td>
</tr>
</tbody>
</table>

Need a bigger goal?

If you raise more than $1,000, you’ll unlock a special reward. We’ll contact you personally to let you know what it is.
Hub scavenger hunt

Send us a picture of your completed scavenger hunt by May 1, and we'll send you a mystery prize. (We're working on the honor system here!) Head to the Host Site Hub to find each of these items.

Can you find...

- The address to send in offline donations
- World Vision’s tax ID number
- Instructions for requesting insurance for your event through World Vision
- Details on setting up a Facebook fundraiser through your fundraising dashboard
- The Global 6K training plan
- The official Global 6K logo
PHASE 4
CELEBRATE YOUR IMPACT

It’s event day!

Pre-event checklist

☐ Course markers
☐ Medals (if you’re a physical site)
☐ Temporary bibs
☐ Extra shirts
☐ Paper registration forms
☐ Sign-in sheet and roster of participants
☐ Optional: Food and drinks, decorations, printed course maps and signage, a megaphone, cowbells

Event day checklist

☐ Gather your team
  • Take a group photo and post it online with the hashtag #6KforWater.
  • Remind everyone to sign in and out. It’s a great way to keep everyone safe.

☐ Explain the route
  • Announce what type of route you’re using, and let participants know where the course is marked.

On the morning of your Global 6K, go out early and mark the course with balloons or signage at the turnaround. And don’t forget the face paint for your participants!

Invite your participants to a video call the morning of event day to remind them why they’re moving their feet, or later in the day for a post-6K medal ceremony.

Provide a method for collecting photos from your participants so you can celebrate your impact together!
Event day checklist (continued)

☐ For churches: Extend an invite
   • Invite everyone—whether they go to your church or not—to come to your service on Sunday to celebrate and be recognized for their awesome efforts.

☐ Highlight their impact
   • Tell everyone to look down at the face of the boy or girl on their bib. Remind them that this is a real child who will benefit from clean water.
   • Thank everyone for coming and announce how many lives are being changed through your Global 6K (divide the total amount raised by $50 for quick math).
   • Share about the day on social media using #6KforWater.

Post-event checklist

☐ Celebrate!
   • Because of our community-focused solutions, for every child you help, four more children benefit, too.
   • Ideally, you (the leader) will walk or run your 6K before the event so you can be there to celebrate everyone at the finish line. Cheer, high-five, and thank everyone who participated!
   • Send all registration forms back to World Vision. You can keep the extra event materials for next year!

☐ For churches
   • Encourage everyone to wear their Global 6K shirt (or the color orange), medal, and/or bib to services the next day so you can recognize their incredible accomplishment.
Meet the team

We’re here to help! Reach out to us at ask6k@worldvision.org to let us know about your progress, how we can assist you along the way, or any other questions you might have.

**LIZ BOTTS**

Liz is passionate about working toward a world free from poverty by creating experiences that connect you with children and families around the world. She’s excited to lead the Global 6K and wants every participant to have a fun and impactful experience as they move their feet so others don’t have to.

**CRYSTAL O’ROURKE**

Crystal has been a host site leader for as long as the Global 6K has been a thing! She loves encouraging, building up, and equipping people to make the biggest impact for clean water in their community around the globe. If you need inspiration, support, ideas, or direction, she’s your girl!

**ERIN ASH**

Erin’s goal is that every Global 6K participant has everything they need to make a big impact and have a blast while doing it! As project manager, Erin ensures everything runs smoothly, from registration to event day.
FAQs

Who do I contact with questions?
We’re here for you! Email our host site coach, Crystal O’Rourke (crorourke@worldvision.org), and she’ll answer within two business days. We can troubleshoot by phone and email—or if your question is more in-depth we can set up a time to talk via Skype or Google Hangouts.

When is the last day to register as a Global 6K participant?
Participants can register all the way up to (and on) event day. Participants who register after Monday, May 16 will likely receive their kits after the 6K, but host site leaders can give them temporary race bibs. (Instructions for printing these are on your Host Site Hub.)

When will participants get their bibs?
Starting in early March, participants will receive their t-shirts, bibs, and medals within seven to 10 business days after registering. Their participant kit will be shipped to the address they provide when they register.

Why does this event cost $50 and where does the money go?
Every registration fee will equip one person with lasting clean water through World Vision’s water projects. Invite people to visit worldvision.org/our-work/clean-water to learn more about our sustainable, life-changing water projects.

What about medals?
This year, every participant who signs up will get their medal in the mail. Host site leaders at physical and hybrid sites will receive a few extra for event-day signups and for anyone who forgets to bring their medal.

Can kids participate?
Yes! We want families and children of all ages to participate in this event. Youth 18 and under can register for $25.

Is it a timed event? Do I have to turn in my time?
We won’t be collecting times, but you can share photos from your day on social media. You can also encourage participants who want to time themselves to use a running app.

Can registration fees be refunded?
No, once someone has registered for the 6K, they’ve equipped one person in need with clean water! So whether they can come to the event or not, they’ve changed a life.

Can I accept checks for registration fees?
Sure! If you have a participant who needs to register using a check, check out the instructions in the FAQ section of the Host Site Hub at hub.worldvision6k.org or contact us.
Ireen, 9, is surrounded by female role models. From left: Liddah Manyozo, a World Vision water, sanitation, and hygiene (WASH) coordinator; Mereena John Mhone, a World Vision district program manager; and Irene Chongwe, a World Vision WASH development facilitator.
Resources

Host Site Hub
hub.worldvision6k.org

The Hub will include resources mentioned in this Planning Guide and more. You can find treasures like images and videos to share on social media, an expanded list of FAQs, and customizable forms to print out and spread the word about the Global 6K!

Host site Facebook community
Search for the group “2021 Global 6K Leaders” on Facebook

Did you think you were in this alone? No way! Join the group and connect with a network of hundreds of leaders around the world to give and get advice. Your best interactive planning tool, guaranteed! Reach out to us at ask6k@worldvision.org for even more support.

Global 6K store
store.worldvision6k.org

The goodies in your awesome launch kit should help you get moving. For more resources to invite others or extra flair for event day (go you!), visit our supply store for essentials like printed postcards, posters, event day signage, and banners. And pick up some fun incentives—like World Vision bracelets and water bottles—for your top fundraisers!