

The *#BuiltByWater* *Challenge* Fundraising Toolkit



Your Opportunity for Impact

Waterboys was founded on the idea that tackling the clean water crisis is a team effort. Our #BuiltByWater campaign, celebrating 10 years of Waterboys impact, embodies that idea with this challenge. With your help, through this campaign in 2026, **we'll mobilize funds for 10 clean water projects in East Africa and 10 in the United States** — all focused on expanding clean water access for youth in schools.



Built by Water is a celebration of what clean water access makes possible in sports, in life, and in communities around the world. It's a reminder that every athlete's performance, every child's future, every family's stability, and every thriving community starts with something simple, fundamental, and powerful: water.

For 10 years, Waterboys has invested in the most essential building block there is. And every well we drill, every athlete we rally, every supporter who joins the team sends out a ripple. A ripple of collective action strengthens communities and unlocks opportunity to reach 1 million people — fueling potential for generations. Thank you for being a part of the team.

We are all built by water. Together, we can build a future where everyone has an opportunity thrive.

The #BuiltByWater Challenge

About this Challenge

The #BuiltByWater Challenge honors two core features of Waterboys: our collaboration with athletes, and our belief that there's power in mobilizing around a shared goal. By participating in this Challenge, you will leverage your network to help get sustainable clean water to those who need it.

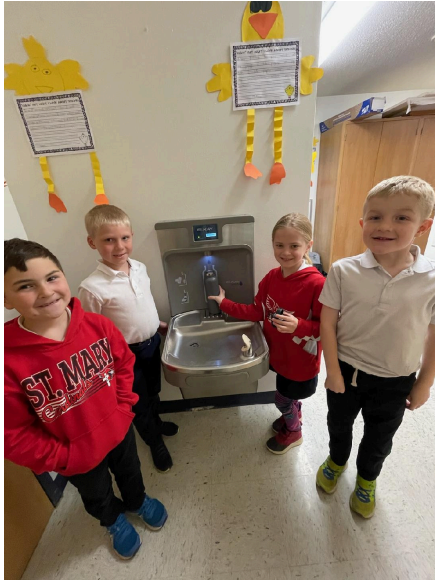
We encourage all Challenge participants to complete their goal by December 31, 2026 in support of our Built by Water campaign. **Once you're up and running (pun intended!), we'll send you some special Built by Water swag!**



Get Started

- **Pick a fitness goal:** Your fitness challenge is totally up to you. We are offering up some inspiration on page five of this toolkit, but ultimately, we want you to pick something that feels fun and right-sized for you and your personal fitness and fundraising goals.
- **Pick a fundraising goal:** We recommend a goal that feels ambitious yet attainable.
- **Set up a page:** We make it easy for you, with two options:
 - Create a fundraiser [here](#) OR
 - If you want to track your fitness challenge progress and promote it on your [Strava](#) account, set up a fundraising page on [GoFundMe](#), and link it to Strava ([see instructions on how to link the two accounts here](#)).
 - If you want additional language on your fundraising page, **reach out to Cain** at cain@chrislongfoundation.org
- After you have set up your fundraiser, **reach out to Portia** at portia@chrislongfoundation.org and let her know! She will make sure that your campaign is listed on the Waterboys website.

- **Identify your donor base:** Make a list of everyone in your network, including friends, family, coworkers, workout buddies, and your social media followers who you can ask to support your fundraising effort. Develop an outreach plan for each segment of your network.
- **Be sure to share your WHY:** Believe it or not, people in your network may not know WHY this cause matters. Many people don't realize that the consequences of water scarcity go far beyond inadequate access to drinking water. Water scarcity limits educational, economic, and agricultural opportunities and shortens life expectancies in rural communities around the world. We provide some great clean water facts on page nine of this toolkit.



Choosing Your Challenge

We recommend aligning your goals around the number 10 (since we are celebrating 10 years of impact!), or drawing inspiration from powerful water access statistics (for example, women and girls in East Africa walk an average of 3.7 miles per day in search of water). Here are a few ideas for inspiration, but take them and make them your own!

- Walk 10,000 steps a day, or 3.7 miles per day, for specified period of time
- Train for a 10K, or 10-mile run, or run 10 minutes a day
- Complete 10 fitness classes in 10 days
- Do one hike per week for 10 weeks
- Do a 10-mile bike ride once a week for a specified period of time
- Do 10 minutes of AMRAP (“as many rounds as possible”) daily strength exercises in sets of 10 (e.g., 10 pushups, 10 squats, 10 crunches) for a specified period of time
- Train for your first 5K, half-marathon, marathon, or other formal event like Tough Mudder or Spartan.



Language for Your Fundraising Page

We have created a template that you can edit for your own page description, and as a starting place for emails to friends and family. It's always best to make your story authentic to you, so feel free to draw on the template as much or as little as you wish.

*"I'm teaming up with Waterboys to celebrate 10 years of impact! The Waterboys initiative — founded by two-time Super Bowl Champion Chris Long — provides clean water access in Tanzania, Kenya, and the United States. Waterboys mobilizes champions, partners, and experts to help communities access clean water, address basic needs for youth and families, and inspire others to make an impact at home and abroad. Since 2015, Waterboys has supported over 200 clean water projects across two continents, reaching over 620,000 people in need. Marking its 10-year anniversary, Waterboys has launched their Built By Water campaign, which is **mobilizing funds for 10 clean water projects in East Africa and 10 in the United States** — all focused on expanding clean water access for youth in schools.*

Over the next [period of time], I'll be [explain what your goal is], and raising funds for the cause while I do it! [Explain why water access is important to you, and why this fitness goal matters to you.]

We are all built by water. Together, we can build a future where everyone has access to clean water."



Fundraising Tips

Story-telling is at the core of fundraising. Your supporters and potential donors want to understand why you launched a campaign for Waterboys and what makes you passionate about the clean water movement. Make it personal and share how you hope to make a difference in communities both at home and a world away.

When you talk to supporters about what we do, be sure to link them back to your fundraising page and the Waterboys website so that they can learn more or donate to the cause.

Supporters like to know they are making a difference. The more you can share and broadcast the milestones we achieve together for Waterboys, the more momentum we will gain. Whether it's funding new wells or reaching your fundraising goals, the more good news you share with your networks, the better! Be sure to follow @waterboysorg across platforms for content that is easy to reshare.

You must actually ask! In your communications to donors, make sure to include a clear ask for their monetary support.

Tell the story, but be succinct! When constructing your communications, make sure to keep your messaging as short as possible while still incorporating all of the above. The longer your message, the higher the risk of someone stopping before they've reached the information to donate.

Don't expect everyone to give the first time you ask. For most donors, it takes multiple communications and supplying additional information to secure a donation. Make sure to follow up with individuals you've contacted to keep them in the loop regarding the progress of your fundraising, give them more information about Waterboys, and continue to ask for support.

Thank your donors! All donors will receive an acknowledgment via email after they donate to your campaign. We recommend reaching out to your donors and thanking them for supporting your campaign as well. We also suggest sending an email alerting all your donors when you have reached your fundraising goal.

Additional Useful Information

Organizational Status and Mailing Address

- Waterboys is a program of The Chris Long Foundation, which is a 501(c)(3) nonprofit organization and public charity. All donations made to your fundraiser will support Waterboys through the Chris Long Foundation. Donations are tax-exempt. Our tax ID number (EIN) is #47-6329563.
- While most of your supporters will donate online through your fundraising page, we can also accept check donations to your campaign. Please have your donor make the check out to The Chris Long Foundation, with "Built By Water " and the name of your campaign in the memo line. Checks should be sent to:

**The Chris Long Foundation
190 Carondelet Plaza
Suite 1200
Clayton, MO 63105**

Resources for Promoting Your Campaign

Spreading awareness is just as important as raising funds for your campaign. Make sure to tag Waterboys social media accounts in your emails and posts, so potential donors will receive up-to-date information regarding our work. Social media can be a helpful supplemental fundraising tool, but nothing beats a direct personal ask.

Instagram: [@WaterboysOrg](#) (recommended post dimensions: 1080x1350)

Facebook: [Waterboys](#) (1080x1080)

LinkedIn: [The Chris Long Foundation](#) (1080x1080)

Hashtags: #BuiltByWater #Waterboys10 #BuiltByWaterChallenge #Waterboys

[Click here](#) for example graphics, as well as photos that you can use while promoting your fundraising campaign. We're also including a sample social media post.

Contact Us

To learn more about this challenge or to confirm your participation, please **contact Portia** at portia@chrislongfoundation.org.

Water Facts For Your Audience

- 785 million people lack access to clean drinking water.
- Women and children in Africa walk an average of 3.7 miles daily for water.
- Contaminated water and poor sanitation cause over 1.4 million deaths annually and are linked to more than 100 diseases.
- Every \$1 invested in clean water generates \$4 in economic return.
- This water access gap costs the U.S. economy \$8.58 billion annually.
- Over 2 million Americans still lack access to running water and basic indoor plumbing.
- Race is the strongest predictor of water and sanitation access in the U.S., with Native American households being 19 times more likely than white households to lack indoor plumbing.

