

WALK FOR WATER

COMMUNICATIONS PLAN



The emails that follow are suggested for you to send to parents to let them know about your school's Walk for Water, to inform them about World Vision and your school's decision to get involved in helping end the global water crisis.

Please use these as a guide and fill in details about your school and your event in the words in **magenta**. Please note there are links included as well, so please include those as well.

If you have any questions or need additional info, please contact ignite@worldvision.org.

EMAIL TEMPLATE #1: EVENT INTRO

SUBJECT LINE: OUR PURPOSE IS GREATER THAN OURSELVES

One of our greatest joys is seeing students show love in action. Jesus tells us the world will know we're His followers by our love. *"Your love for one another will prove to the world that you are my disciples."* (John 13:35, NLT). At **[SCHOOL NAME]**, our purpose is **[add school mission/vision statement]**.

We want to challenge our school community to love our neighbors, those who live both near and far. We're called to love without favoritism, to love those who are different, to love those who have little or much. As we seek to grow our understanding of love in action, we're excited to announce a missional partnership with World Vision, a Christian humanitarian organization with over 70 years of experience empowering children, families, and their communities to lift themselves out of poverty.

Specifically, we'll be focusing attention on World Vision's efforts to equip communities with access to clean water. This is a critical need for over 700 million people in our world today, and World Vision is committed, in Jesus' name, to ending the clean water crisis in our lifetime. **Learn more about World Vision at www.worldvision.org.**

Feel free to attend our upcoming three chapels **[INSERT DATES]**, where we will learn why this matters to God and what we, as a school, are going to do about it.

This experience has life-impacting potential — for our students here and for children across the world in great need. I'm personally praying that as a result, all of our hearts will be ignited with deeper levels of love and compassion.

Sincerely,
[INSERT NAME]

As a family, you can join us in discovering what it means to live out the gospel, loving as Christ loves us. Stay tuned for inspiration in the weeks to come on the impact of love in action.

EMAIL TEMPLATE #2: PRE-EVENT

SUBJECT LINE: OUR UPCOMING SERVICE ENGAGEMENT: WALK FOR WATER

On **[INSERT DATE/TIME]**, our students will be stretching our empathy muscles on campus. In our recent chapels and classrooms, we have been learning about God's heart for poor; the value of clean water; and together, our students have decided to move their feet for the most vulnerable.

Through our partnership with **World Vision**, we are committed to ending the **clean water crisis** in our lifetime. This is a critical need for over 700 million people in our world today. Please come out on **[INSERT DATE/TIME]** to cheer-on, volunteer, or personally support **[INSERT IMPACT LINK]** our students. We will be walking (with buckets) to the nearest water source and then returning with a greater appreciation and commitment to reach others with clean water.

May God continue to use **[INSERT SCHOOL NAME]** to bring impact and devotion through our students.

Sincerely,
[INSERT NAME]

EMAIL TEMPLATE #3: POST-EVENT

SUBJECT LINE: OUR STUDENTS ARE INCREDIBLE!

Words can't express how thankful we are for **[INSERT SCHOOL NAME]** students and staff!

Together, we have encountered the brokenness of poverty both near and far, specifically with clean water. Knowing God cares deeply for the vulnerable, they committed to literally moving their feet to raise funds and generate awareness.

[INSERT SCHOOL NAME] raised a total of **XXX** to provide the gift of access to clean water to **XXX** people. These lives are forever changed!

OUR STUDENTS made this possible!

As we celebrate this amazing accomplishment, we wanted to offer you an incredible resource, [**"Parenting the Open Generation."**](#) The resource is **FREE** for you and designed to help parents and leaders better understand today's teens—what they believe, what they value, and how they're engaging with faith.

Grounded in Barna's recent research study on Gen Z, this resource includes short, powerful videos and thoughtful discussion questions that are perfect for sparking meaningful conversations with your students during these formative years. We hope it blesses you!

We are deeply grateful that our students, staff, and parents took the opportunity to be on mission and be changemakers for the Kingdom.

Grace and Peace,
[INSERT NAME]