

# Workout— for Water.

Your Instructor Launch Guide – Sept/Oct 2017



## It's time to Workout for Water...

If anyone has the drive and determination to change lives, it's you. As a Les Mills Instructor, you change lives every time you step into the gym.

Which is why we hope you'll be excited to take part in our Workout for Water event this November – a truly global fitness fundraiser for the charity UNICEF – and change lives on a scale like never before.

To help get everyone excited, and help you plan your event, we've created this Launch Toolkit. On the following pages, you'll find all the marketing materials and information you need to execute a successful Workout for Water and raise funds for this fantastic cause.



On **18 November**, join us for a life-changing workout. On the day, every Workout for Water class will push participants to their limits and raise funds for the charity UNICEF – helping to build clean water pumps in East Africa.

Check your **timetable** to find out how you can get involved and move the world.

LES MILLS | unicef

## What's in the kit?

p4 —

### About Workout for Water

Everything you need to know about the event and how you could change lives.

- p5** Why water?
- p6** What is Workout for Water?
- p7** Star Power

p8 —

### How to raise funds

A simple guide to help you encourage people to donate and support your event.

- p9** Spread the word
- p10** Your fundraising hub
- p12** Fundraising on the day
- p13** Giving people reasons to give
- p14** Getting your club excited

p15 —

### Your event calendar

A calendar to help you execute your Workout for Water for maximum impact.

- p16** Your 8-week plan

p17 —

### Your social media posts

All the social media posts you need to raise awareness for your event.

- p18** The Social Media Calendar
- p19** Social Images – Awareness
- p20** Social Images – Fundraising
- p21** Social Images – Countdown
- p22** A Message from Rachael Newsham
- p23** Hype Video



# About Workout for Water

## Why water?

Clean water. It's fundamental for our survival. It fuels our bodies and our workouts. But, around the world, 2.1 billion people don't have access to it...

That's why UNICEF are installing clean water pumps in vulnerable communities. The pumps cost USD \$414 to install and can protect a whole community from deadly disease, help parents grow crops and allow children to go to school.

And that's where you come in. Together, we can raise enough funds to help UNICEF bring clean, safe water to thousands of people and change lives on a huge scale.



LES MILLS | unicef 

USD \$414

## What is Workout for Water?

On 18 November, you can turn any (or all!) of your Les Mills classes into a Workout for Water.

There will be a new track and new choreography for you to incorporate into each workout. This will be delivered to you in October in a one-off special release. The workouts will represent the average journey to collect clean, safe drinking water in East Africa – helping your class connect with the people whose lives they'll be transforming.

And all proceeds from your Workout for Water will go to support UNICEF – and help build life-saving clean water pumps in East Africa.



## Star Power

---

Actors and Philanthropists Hugh Jackman and Deborra-lee Furness will be helping to support Move The World for World Children's Day.

The movie star will be filming promotional material in support of the initiative





# How to — raise funds

## Spread the word

---

**Raising awareness for your event is the first step towards raising funds.**

Your Club owners and managers will have received their own toolkit, which includes posters, stickers, banners and more to get your exercisers pumped for your event.

Encourage your GFMs to use these marketing materials, and their social images, to spread the word online.



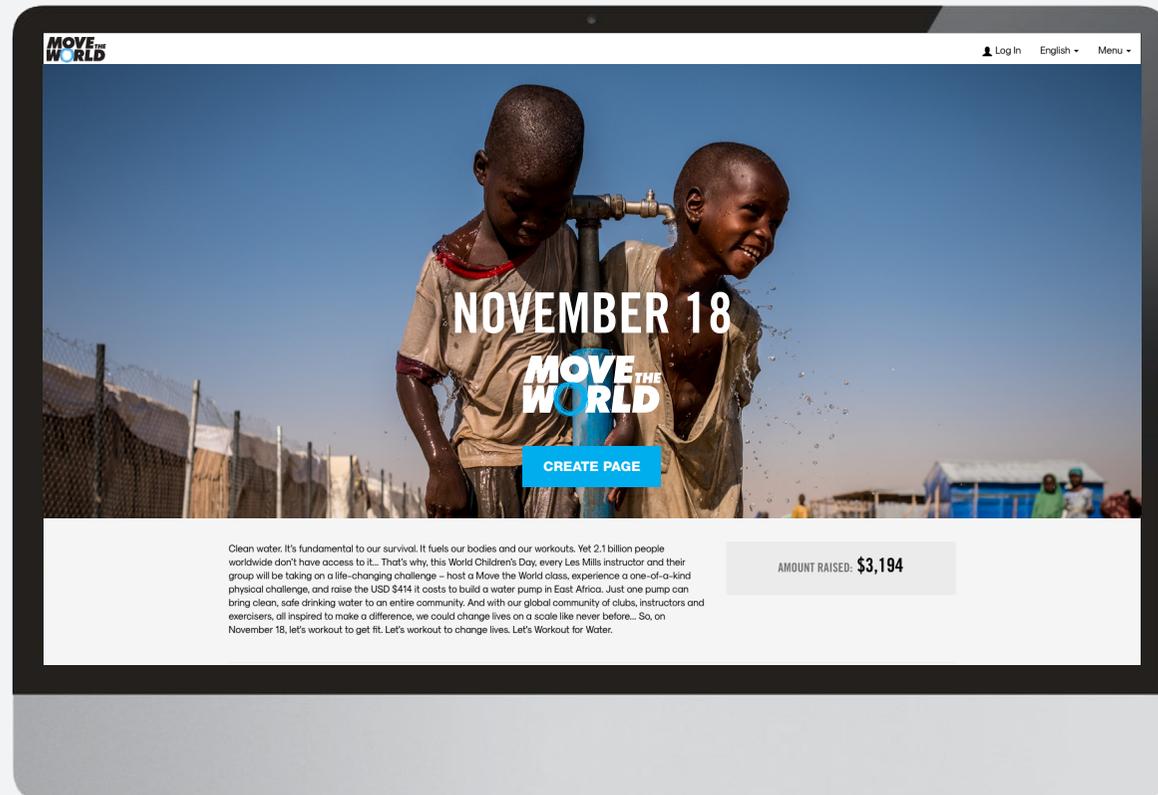
## Your fundraising hub

To make fundraising as simple as possible, you can create your own personalised page from 29 September at [movetheworld.live](https://movetheworld.live)

From the hub, you'll be able to accept donations, compare your progress against other pages and post updates to thank your sponsors.

Your Club may want to create a group fundraising page for everyone to use, or they may want you to create a page for each class. Make sure you check with your Club how they'd like to fundraise.

Our goal is for every workout to raise enough money to build one water pump in East Africa (USD\$414).

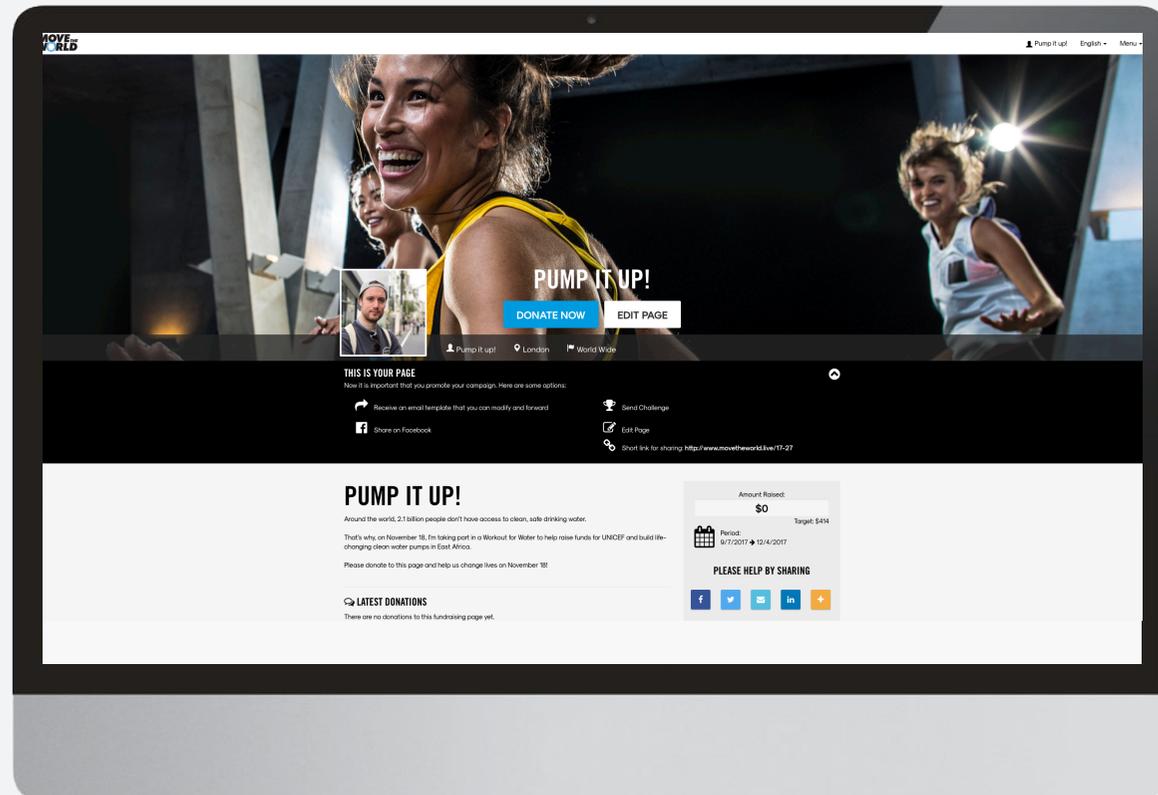


## Using your fundraising hub

To start fundraising, visit [movetheworld.live](http://movetheworld.live) and click the 'START FUNDRAISING' button.

Then complete the short form to create your account. When writing your page's personal text, include the reasons you'd like to fundraise for UNICEF and think about why your participants would want to support your Workout for Water.

From your profile page, you can edit the way your page looks, adjust your fundraising target and you'll also find a short link to share your page on social media.

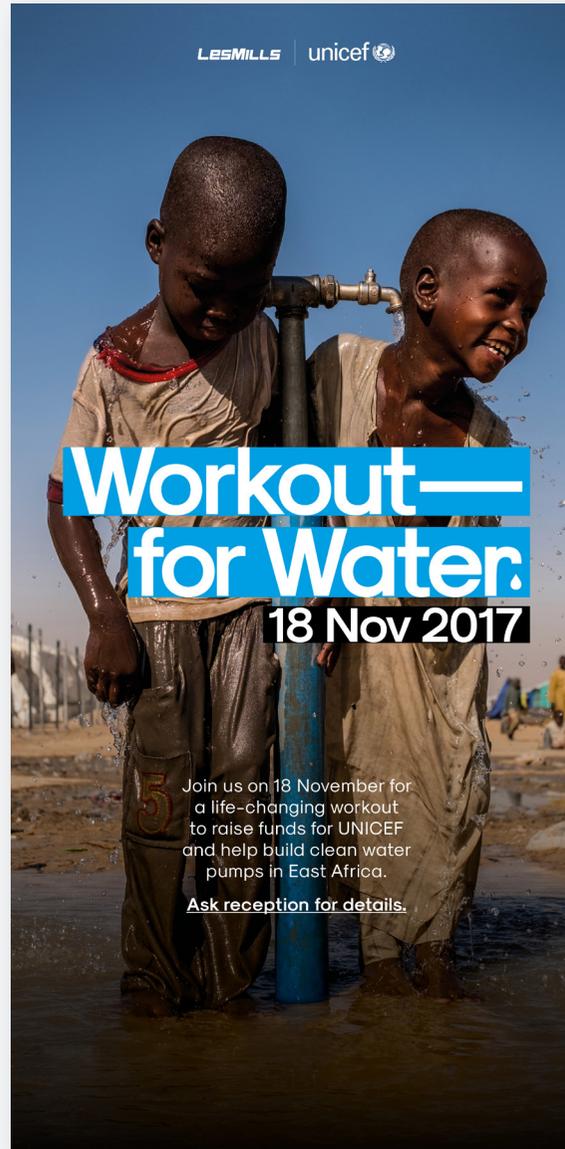


## Fundraising on the day

You should aim to have collected all your donations before the event, but feel free to ask your class to donate on the day if they have forgotten.

Your supporters can visit [movetheworld.live](http://movetheworld.live) and search your name to find your page.

A donation to take part in the class shouldn't be mandatory, but make sure you let them know how much you'd appreciate their support – and the impact it will have for children around the world.



## Giving people reasons to give

Here are some fundraising tips to help you raise as much as possible:

- Include a link to your donation page in all of your social posts
- Tell your exercisers why you are excited to support UNICEF
- Keep your exercisers focused on the USD \$414 water pump goal
- Remind your team about the impact a water pump can have
- Lead the way on this and make the first donation yourself
- Update your exercisers/supporters regularly on your progress
- And say a big thank you to everyone who makes a donation

**Workout for Water.**

**2.1 billion people don't have access to clean water.**

**So let's Workout for Water**

On **18 November**, we're hosting a life-changing event. On the day, every Workout for Water class will push participants to their limits and raise funds for the charity UNICEF – helping to build life-changing clean water pumps in East Africa.

[Ask reception how you can donate and change lives today.](#)

LES MILLS | unicef

## Getting your club and participants excited

These ideas will help you raise awareness for your event and the cause amongst your team. These ideas can also be used to help your fundraising efforts, make sure you point everyone to your page so they can donate.

- Host a film night using one of your Club's projectors
- Run a smoothie morning
- Promise to run your class in a silly outfit if you reach your target
- Run a "Wall-sit for Water" competition and see who can do it the longest
- Invite your most engaged participants to a dress rehearsal for your event
- Hold an auction for a set of personal training sessions





# Event — calendar

## Your 8-week Plan

This is an example 8-week journey, to help you execute your event for maximum impact and engagement.

Workout for Water Timeline								
	OCTOBER				NOVEMBER			
ENSURE CLUB INVOLVEMENT	█							
ATTEND WEBINAR	█							
SET UP FUNDRAISING HUB	█	█						
START FUNDRAISING	█	█	█	█	█	█	█	█
ACTIVATE SOCIAL CALENDAR	See page 18 for full social media calendar details				█	█	█	16th-18th
SHARE RACHAEL NEWSHAM VIDEO			█					
DOWNLOAD RELEASE			█					
PRACTICE RELEASE			█	█	█			
REHEARSE CLASSES						█		
SUPPORT CLUB IN STUDIO DECORATION				█	█	█	█	



# Your social media posts

## The Social Media Calendar

Here's an example of how you can plan your social media for maximum awareness and impact.

OCTOBER				
	WEEK 1	WEEK 2	WEEK 3	WEEK 4
CONTENT	Change lives (AW)	Join me (AW)	Who's pumped? (CD)	For UNICEF (AW)
COPY	Join me for a Workout for Water on 18 November and help @UNICEF build a clean water pump in East Africa! #WorkoutForWater	On 18 November, join one of my Workout for Water classes and help raise life-saving funds for @UNICEF! #WorkoutForWater	Who's excited for our Workout for Water on 18 November? Share this post if you can't wait to raise funds for @UNICEF and experience a life-changing workout #WorkoutForWater	We're raising the USD \$414 it costs @UNICEF to build a clean water pump in East Africa. Join me for a Workout for Water and let's change lives! #WorkoutForWater
CONTENT	Give water (FR)	2.1 billion (FR)	Rachael video (FR)	Hype Video (AW)
COPY	On 18 November, we're taking on a Workout for Water to raise funds for @UNICEF and help bring clean water to East Africa. Please support us at: <Insert donation page link>	2.1 billion people don't have access to clean, safe water. That's why we're doing a Workout for Water on 18 November to raise the USD\$414 it costs to install a clean water pump in East Africa. You can donate at: <Insert donation page link>	Check out Les Mills Program Director Rachael Newsham in South Sudan, then take on a Workout for Water with me and help bring clean water to East Africa. You can donate at <insert donation page link>	Are you ready to Workout for Water? Join us on 18 November for a life-changing workout! #WorkoutForWater
NOVEMBER				
	WEEK 1	WEEK 2	18.11	
CONTENT	Build a pump (FR)	Nearly there! (CD)	On the day (CD)	
COPY	A clean water pump can protect families in East Africa from disease, help parents grow crops and allow kids to go to school. Help up raise enough to build a pump at: <Insert donation page link>	Guys, we've raised <insert amount raised> – let's smash our goal before we take on our Workout for Water! #WorkoutForWater	Today's the day we Workout for Water and help @UNICEF bring clean, safe water to thousands of people around the world! Good luck to everyone taking part #WorkoutForWater	

Each social post has one of three clear objectives:

AW = Awareness

FR = Fundraising

CD = Countdown

## Social Images — Awareness

These social images will help you raise awareness for your event and encourage your exercisers to take part in Workout for Water.

[DOWNLOAD HERE](#)

OCT WEEK 1



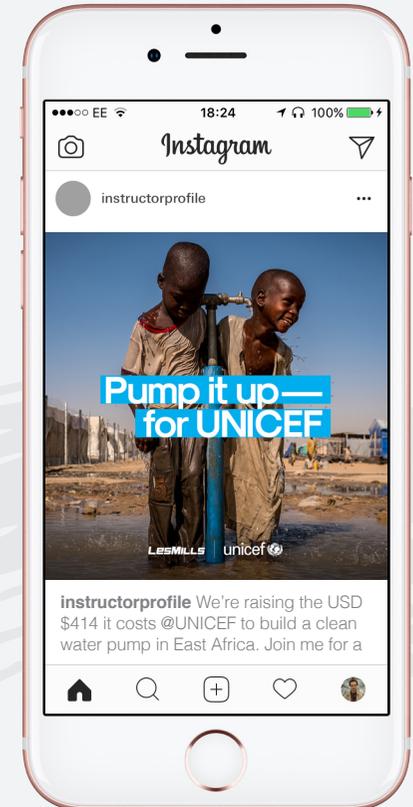
Join me for a Workout for Water on 18 November and help @UNICEF build a clean water pump in East Africa! #WorkoutForWater

OCT WEEK 2



On 18 November, join one of my Workout for Water classes and help raise life-saving funds for @UNICEF! #WorkoutForWater

OCT WEEK 4



We're raising the USD \$414 it costs @UNICEF to build a clean water pump in East Africa. Join me for a Workout for Water and let's change lives! #WorkoutForWater

## Social Images — Fundraising

These images will help you encourage people to visit your fundraising page and make a donation.

Download your fundraising images by clicking the button below:

[DOWNLOAD HERE](#)

OCT WEEK 1



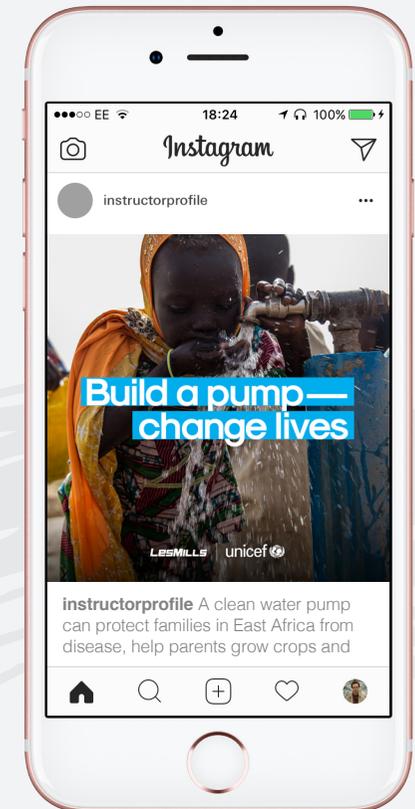
On 18 November, we're taking on a Workout for Water to raise funds for @UNICEF and help bring clean water to East Africa. Please support us at: <Insert donation page link>

OCT WEEK 2



2.1 billion people don't have access to clean, safe water. That's why we're doing a Workout for Water on 18 November to raise the USD\$414 it costs to install a clean water pump in East Africa. You can donate at: <Insert donation page link>

NOV WEEK 1



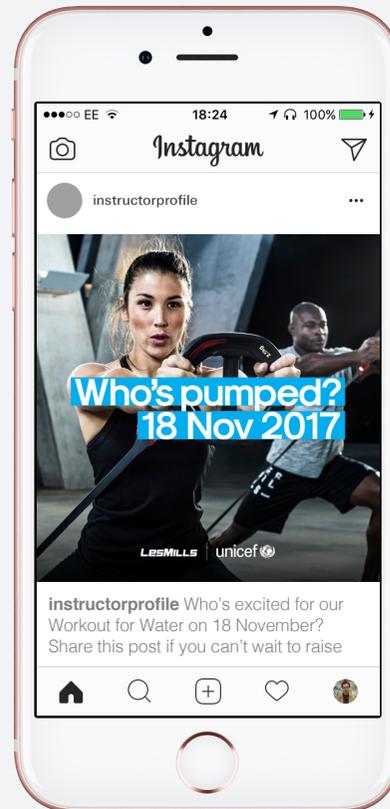
A clean water pump can protect families in East Africa from disease, help parents grow crops and allow kids to go to school. Help up raise enough to build a pump at: <Insert donation page link>

## Social Images — Countdown

This final set of images will help create some buzz online in the run-up to your event.

[DOWNLOAD HERE](#)

### OCT WEEK 3



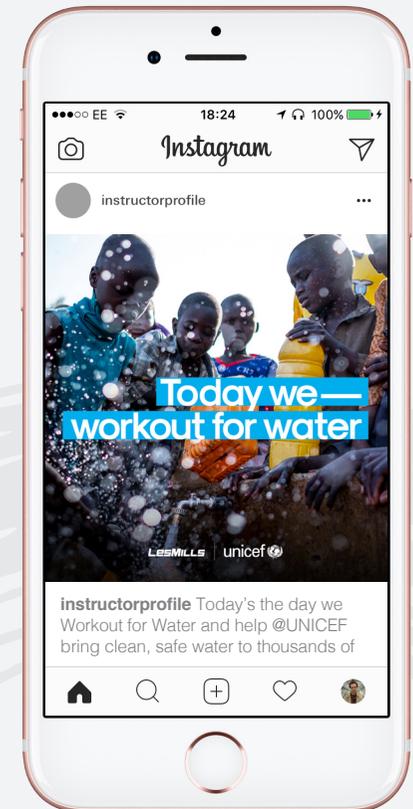
Who's excited for our Workout for Water on 18 November? Share this post if you can't wait to raise funds for @UNICEF and experience a life-changing workout #WorkoutForWater

### NOV WEEK 2



Guys, we've raised <insert amount raised> – let's smash our goal before we take on our Workout for Water! #WorkoutForWater

### ON THE DAY



Today's the day we Workout for Water and help @UNICEF bring clean, safe water to thousands of people around the world! Good luck to everyone taking part #WorkoutForWater

## A Message from Rachael

Rachael Newsham, our BODYCOMBAT and SH'BAM Programme Director, recently visited South Sudan to see UNICEF's life-changing work first-hand. She recorded a video message to let you know how much we value your support for this event.

You can download the video at the link below. And why not share this video with your exercisers, too?

[DOWNLOAD FOR FACEBOOK — 16:9](#)

[DOWNLOAD FOR INSTAGRAM — 1:1](#)

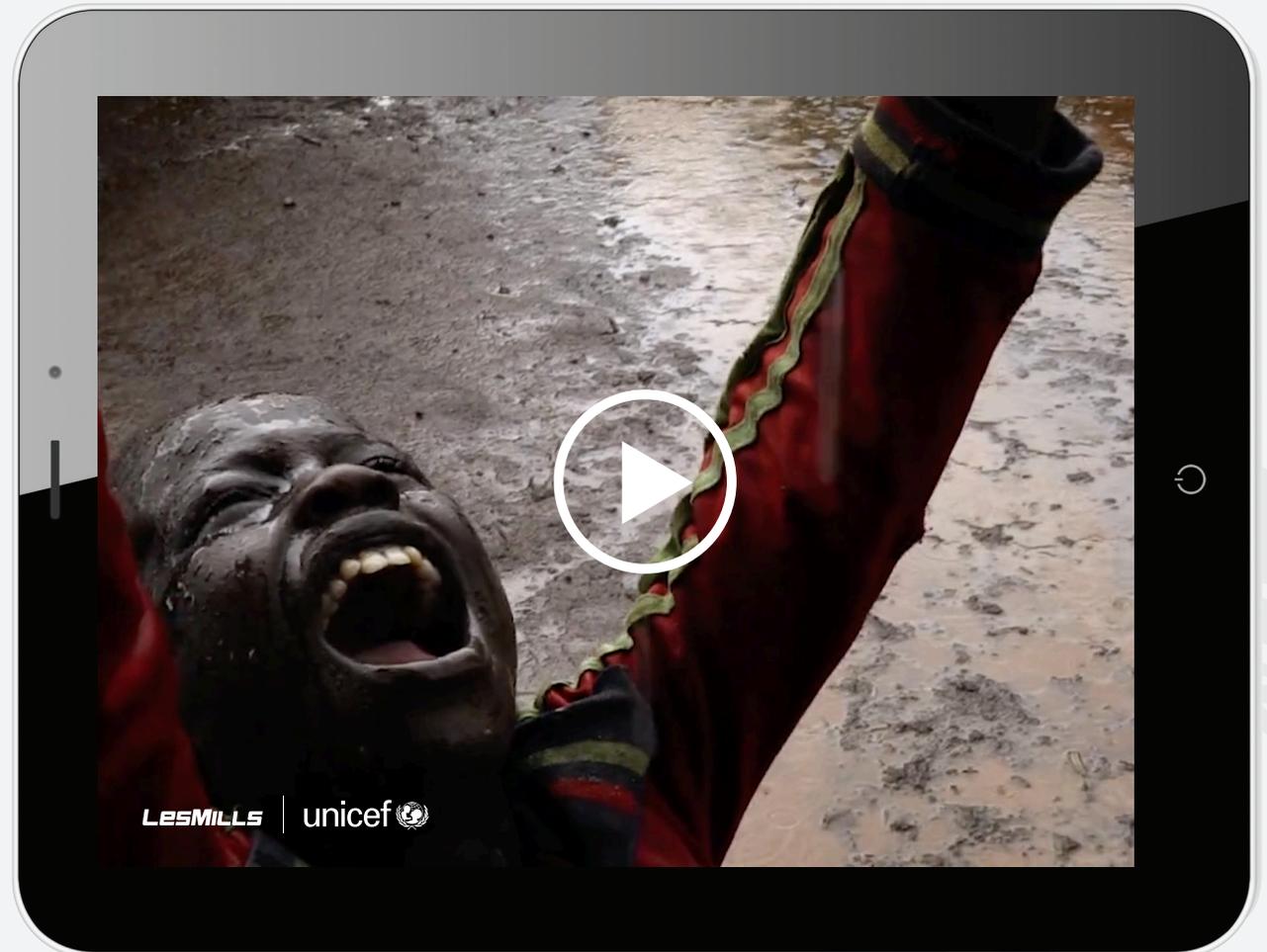


## Hype Video

The best way to get your supporters excited about Workout for Water is to show them the event in action. This is a video to share on your social media channels to inspire your members to get involved.

[DOWNLOAD FOR FACEBOOK — 16:9](#)

[DOWNLOAD FOR INSTAGRAM — 1:1](#)



Thank you.

