

[ADDENDUM] In response to COVID-19

The following are updated guidelines as of March 17, 2020

- » Messaging guidance
- » B2B

Messaging guidance

- G6K primary messaging and tagline remain
- Within messaging, prioritize and emphasize:
 1. The Global 6K for Water is a virtual event. It can be done by anyone, anywhere—alone or in families.
 2. The elevated importance of clean water during this time. Everyone deserves to be able to wash their hands, which isn't possible without clean water.
- Avoid language that links the value of the Global 6K with face-to-face group gatherings

B2B

Value proposition

Social gatherings may be postponed, but this is a perfect opportunity to strengthen relationships, feel and show God's love, and bring clean water to those in need. Instead of feeling isolated, let's connect stronger than ever and help make lasting change!

Sample messaging

Short (for churches)

Just like you're now connecting your church family virtually on Sundays, we want to help you connect your faith community through the virtual Global 6K on Saturday, May 16.

Medium

On May 16, your [community/congregation] can change lives by walking or running World Vision's Global 6K for Water from their own homes or neighborhoods!

Connect your [community/congregation] to a global movement—and to each other—virtually.

Long

On May 16, your [community/congregation] can walk or run World Vision's Global 6K for Water from your own homes or neighborhoods. No matter where or how you do the 6K, every registration brings clean water to one person in need.

Rally your [community/congregation] virtually! Share a group fundraising goal to change more children's lives, or have your group members post the individual ways they plan to do the 6K using #6KforWater.

[ADDENDUM] In response to COVID-19

» B2C

The following are updated guidelines as of March 17, 2020

B2C**Value proposition**

Join with others around the world—right from your own home or neighborhood—as you walk or run 6K to change a life with clean water!

Sample messaging*Short*

On May 16, join the world's largest 6K for water—from wherever you are!

Every 6K registration, no matter where you walk or run, brings clean water to one person, helping them stay safe from illness.

Medium

Join the world's largest 6K for water—from wherever you are!

On May 16, you and thousands of others worldwide can walk or run to bring better health to kids and families through World Vision's virtual Global 6K for Water.

Long

On May 16, you and thousands of others around the world can walk or run, from your own neighborhoods or homes, in World Vision's virtual Global 6K for Water.

No matter where or how you move your feet—in your house, at a park, or through your neighborhood—you'll change lives by bringing clean water to those who need it most.

Clean water has never been more critical. Every child deserves clean water to drink—and hand-washing water to keep them healthy.

As space allows, consider using the following:

On May 16, 2020, thousands will walk or run 6K to bring life-changing clean water to people in need.

The Global 6K is great because you can do it anywhere! Walk or run the distance, by yourself or with your family, and be part of this global movement to change lives. Whether you join from the treadmill or your favorite trail, the neighborhood or the track ... when you and thousands of others around the world walk, jog, or stroller-run your way to 6K on May 16, you'll bring life-changing clean water to those who need it most.

Even when you can't gather in groups, you can make a global impact! With World Vision's Global 6K, you can join thousands virtually, walking or running from your own space to bring clean water to children in need. Now more than ever, clean water is essential to protect vulnerable children and families. Will you join us?

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- » Sample CTAs
- » Supporting points

Sample CTAs

- Change a child's life. Sign up to do our virtual Global 6K!
- Walk or run for clean water with thousands around the world—from right where you are! Register at worldvision6k.org.
- On May 16, show us how you'll walk or run your 6K! Post your pics with **#6KforWater**.

Supporting points

- Every day, nearly 1,000 children under 5 die from diarrhea caused by contaminated water, poor sanitation, and unsafe hygiene practices. Every child deserves clean water. Together, we can help end the global water crisis in our lifetime.
- Handwashing alone has been shown in developing countries to result in children growing up smarter and stronger. Now more than ever, kids and families need access to clean water to keep them healthy.
- Our Channels of Hope program equips faith leaders to engage their communities for lasting change—making them effective responders to epidemics like Ebola, Zika, and now COVID-19. These leaders are now actively combating fear, stigma, and misinformation, and encouraging behaviors like handwashing with clean water to slow the spread of disease.

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» Image guidance

The following are updated guidelines as of March 17, 2020

Image guidance

Participants

- Continue to show a diversity of age, gender, ethnicity, and body type
- Choose images of individuals or families doing the 6K in various everyday environments—parks, neighborhoods, etc.—at various paces: walking, running, wheelchair/stroller pushing, etc.; do not show large groups or multiple people together who are clearly not family
- Avoid images of large crowds

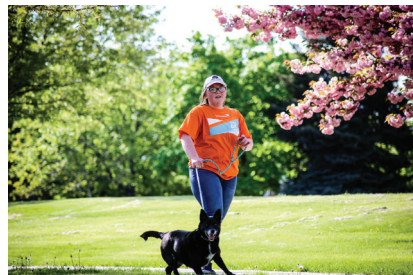
Children and families in the field

- Ireen is still our hero child
- Select photos that show clean water being used for hygiene and sanitation

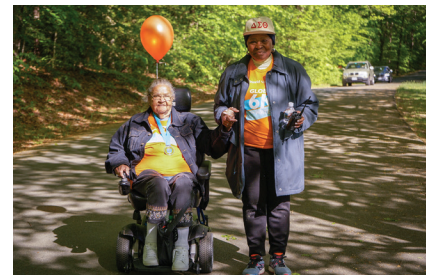
***Sample images** (full collection available on Story Hub: storyhub.wvi.org/Package/20M5S90PVGKR)



D400-1798-136



D400-1813-22



D400-1814-66



D232-0335-077



D232-0344-301



D485-1004-332



D200-0923-23



D155-0352-133