

## Corporate Holiday Donations | Give the gift of safe water

We are grateful that your business wants to celebrate this holiday season by making a donation in honor of your employees, clients and friends. Your support will help empower people around the world with access to safe water and sanitation – giving women hope, children health, and families a future.

Below are a few options to share the impact of your gift.

### Make a donation and forward the email

You can make a donation in honor of your employees or clients through our website, and forward them the email you receive. Here's how:

- Fill out the online donation form and at the bottom of the form select "I would like this donation to be made in honor of someone."
- Enter your name and email address and add a custom message. Consider including a general message versus individual names so it can be sent to a broader audience. See sample email below.
- Submit the form. (Note that the donation amount does not appear in the email.)
- You will receive the email within an hour that can then be forwarded on to your recipients.

**From:** Water.org <community@email.water.org>  
**Sent:** Tuesday, October 23, 2018 2:34 PM  
**To:** Honoree Name <example@gmail.com>  
**Subject:** Donor Name has donated to Water.org in your honor.



Donor Name donated to Water.org in your honor.

"Your custom message here."

To learn about how Water.org is changing lives with access to safe water and sanitation, please [visit our website](#), or follow us on your favorite social network.

Thank you!

Include a general message that can be sent to all recipients.

Example: Happy Holidays from *company name*.  
Wishing you all the joys of the season and a very happy new year.

## Create your own communication

You can create a custom communication to share the impact of your donation. This option can be more personal to your company, is less likely to get caught in spam, and gives you the opportunity to further connect with your recipients by receiving and managing any responses.

Below are two options for messaging and visuals. Feel free to customize as you see fit.

(Download a zip folder of high res images [here.](#))



### Message 1 – simple and sweet

"Happy Holidays from *(company leadership or other messaging here)*"

We are pleased to share that *company name* donated to Water.org in your honor to help change lives with safe water.

Water.org is an international nonprofit organization that has positively transformed more than 13 million lives around the world with access to safe water and sanitation. Founded by Gary White and Matt Damon, Water.org pioneers market-driven financial solutions to the global water crisis. For more than 25 years, they've been providing women hope, children health and families a future.

### Message 2 – include an impact story

"Happy Holidays *(from company leadership or other messaging here)*"

We are pleased to share that *company name* donated to Water.org in your honor to help empower women like Rebecca to provide their families with access to safe water, and so much more.

When her kids were young, Rebecca spent most of her days walking to a stream or well for water. When those sources did not offer enough, she had to purchase water from vendors. Now a grandmother, she watched her children raise their own families in this same reality.

Rebecca learned she could get access to a small, affordable loan from a local microfinance institution. Thanks to Water.org, she and her husband got a small loan to construct a water tap at their home, solving her family's water crisis.

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