



20 million people for clean water

Our goal is to unite a community of 20 million people, each giving \$5 and inviting 3 friends, to help provide clean water, sanitation facilities, and hygiene education to millions of people in the developing world. Are you in?

Why Clean Water?

Water is the basic foundation of life. When it is scarce or non-existent, people are unable to thrive. Think of all the ways you use water throughout your day. What if you didn't have access to clean water?

The reality is **894 million people** in the developing world lack access to a reliable supply of clean water to meet their basic daily living needs.

What's more, **over 1.5 million children under the age of 5** die every year from preventable illnesses linked to dirty water and poor sanitation—that's 1 child every 21 seconds!

These statistics are tough to hear, but they are an important part of understanding the problem: *millions of people are thirsty.*

What is 3for5?

3for5 is an idea centered on the belief that regular people, when united, can truly impact the world's most pressing problems—such as providing sustainable access to clean water.

The idea is simple:

First, go to www.3for5.org and register as a droplet by donating just \$5 toward clean water projects in the developing world.

Second, talk to 3 of your close friends about the clean water crisis and 3for5, and invite each friend to become a droplet by donating \$5 and inviting 3 more friends.

Third, follow up with your friends after a few weeks. If they haven't already done so, encourage them to invite 3 of their friends to participate in 3for5.

Amazingly, after just 15 iterations of friends inviting friends, we will have united a community of 20 million people for clean water!

Tools to Get Involved

The 3for5.org website has a variety of features that are specifically designed to help you along the way.

INFORM

You'll find more information on the website about the clean water crisis, the history of 3for5, and our current water projects and partners.

INITIATE

The 3for5 website provides you with an easy way to securely process your donations using PayPal as well as retrieve your donation history for tax purposes.

ENGAGE

3for5.org is designed to foster community-building. You'll be able to stay up-to-date on the progress of the 3for5 Movement, view aggregate donation totals, and track progress within individual friendship networks using the 3for5 'My Network' tool.

www.3for5.org

Tips for Inviting Your Friends:

- 1 Consider inviting people in your life who would be excited to join the Movement.
- 2 Tell them about 3for5 in person and help inform them about the clean water crisis.
- 3 Log-in to 'My Network' at 3for5.org and send your 3 friends an invitation.