

Workout— for Water.

Your Club Launch Guide – Sept/Oct 2017

It's time to Workout for Water...

We all know that working out changes lives. But, on 18 November 2017, working out at your club could change lives on a scale like never before.

Workout for Water is the first event of its kind – a truly global fitness fundraiser for the charity UNICEF to help build clean water pumps in East Africa.

For your Club, we hope this event will give your members a life-changing experience – literally. They'll get to enjoy the challenging and exciting Les Mills workouts they love, while making a difference around the world.

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.

All the marketing materials in this guide are available on BRAND CENTRAL, using your usual login. If you don't have a login yet, you can register through the link below.

[REGISTER HERE](#)



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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 an entire 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, your Instructors can turn any (or all!) of your Les Mills classes into a Workout for Water.

There will be a new track and new moves for them to incorporate into each routine. The workouts will represent the average journey to collect clean, safe drinking water in East Africa – helping your members connect with the people whose lives they'll be transforming.

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

Your role is to host a Workout for Water event and, alongside your Instructors, raise awareness for your event.



Why host an event?

Member retention is an ongoing issue for most Clubs. In fact, across the industry, Clubs lose at least 50% of their members every year.

Group fitness events have been proven to engage and motivate members. When they are more motivated they workout more often, they see better results and they're more likely to recommend a friend. In fact they are 26% less likely to cancel their memberships.

Workout for Water combines the benefits of group fitness with the popularity of event fundraising, which is a growing market. Global celebrities and UNICEF ambassadors will be actively promoting and participating in Workout for Water events globally.

Unique and exciting events like Workout for Water are your chance to turn your regular gym-going members into group exercisers, and offer your existing group exercisers another reason to love your Club.

For more information on the impact of events we are holding a Workout for Water webinar that will give you all the information to run a successful event. Your team will be in touch soon on how to take part.

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



A Message from Phillip Mills

Having recently visited South Sudan to see UNICEF's life-changing work first-hand. He 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 Instructors and team too.

[DOWNLOAD HERE](#)





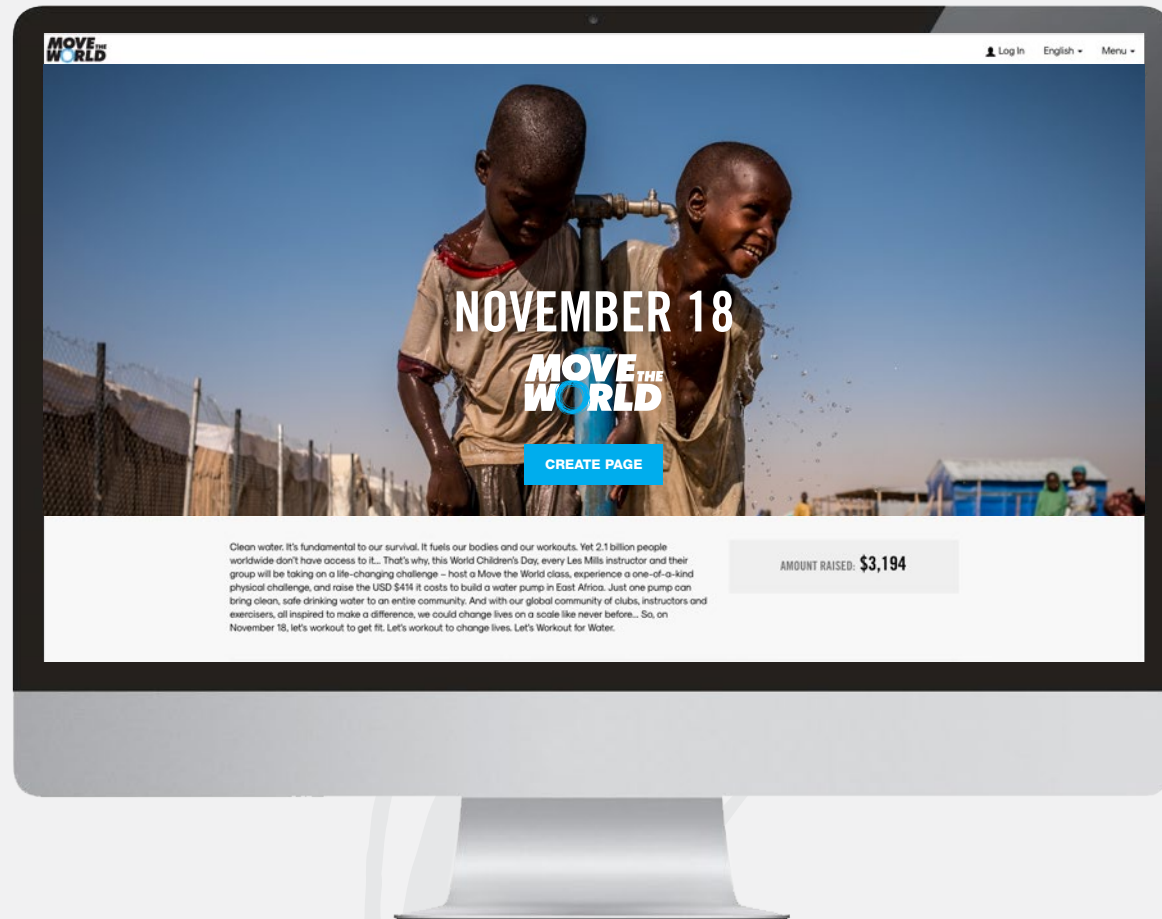
How to — raise funds

The Fundraising Hub

Every Club and Instructor can create their own personalised fundraising page from 29 September at movetheworld.live

As a Club or Facility you may want to create a group fundraising page for everyone to use, or you could ask your Instructors to create a page for each class. Make sure you let your Instructors know how you'd like to fundraise.

From the hub, you and your Instructors will be able to accept donations, compare your progress and post updates for your sponsors.



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

Supporting your Instructors

Your Instructors should receive their own toolkit, which includes everything they need to engage their exercisers and inspire people to donate.

If your Instructors are yet to receive their toolkit, they can download a copy from the link below.

[DOWNLOAD HERE](#)



Mobilising your Instructors

Here are some simple ways you can encourage your Instructors to take part and raise funds:

- Tell your Instructors why you'd like to support UNICEF
- Offer a prize for the Instructor who raises the most
- Create an engaging and exciting timetable for the day





Campaign — calendar

Your 8-week Plan

This is a journey to help you use the provided marketing materials for maximum impact and engagement.

Workout for Water Timeline

	OCTOBER				NOVEMBER			
SAVE THE DATE IN YOUR CALENDAR	█							
ATTEND WEBINAR	█	█						
SHARE YOUR PLAN WITH YOUR TEAM	█							
SET UP FUNDRAISING PAGE	█	█						
CREATE TIMETABLES FOR THE DAY		█	█					
ACTIVATE SOCIAL CALENDAR	See page 18 for full social media calendar details				█	█	15th-18th	20th
SEND TEASER EMAIL		█						
UPDATE FACEBOOK COVER PHOTO	█	█						
DISTRIBUTE CLASS PASSES		█	█					
DISPLAY AWARENESS POSTERS			█	█				
DRESS YOUR CLUB				█	█	█	█	
POSTION STICKERS				█	█	█	█	
DISPLAY FUNDRAISING POSTERS					█	█	█	



Digital — campaign

The Social Media Calendar

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

OCTOBER				
	WEEK 1	WEEK 2	WEEK 3	WEEK 4
CONTENT	Save the date (AW)	Give water (FR)	Why water? (FR)	It's coming (CD)
COPY	Save the date. A new event is coming to <your Club name> and it's going to be a life-changer... Sign up today!	On 18 November, our team are hosting a Workout for Water to raise funds for @UNICEF! Will you help build a life-saving water pump? Visit <insert fundraising page link>	2.1 billion people don't have access to clean water. We're hosting a Workout for Water to support UNICEF and bring clean water to vulnerable communities. Will you sponsor our team today? Visit <insert fundraising page link>	Join our Workout for Water on 18 November and help @UNICEF build life-changing clean water pumps in East Africa! #WorkoutForWater
CONTENT	Workout for Water (AW)	Free class pass (AW)		Hype Video (AW)
COPY	On 18 November, join us for a life-changing Workout for Water – raising funds for @UNICEF! #PumpItUp #WorkoutForWater	Workout with a friend – Workout for Water. Tag your friends below so they can join our life-changing Workout for Water on 18 November and help raise funds for @UNICEF! #WorkoutForWater		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	20.11
CONTENT	Do it for the team (FR)	3 days to go (CD)	On the day (CD)	Thank you tile (AW)
COPY	Show your support for our amazing Instructors and their Workout for Water – they're raising funds for @UNICEF to help build life-saving water pumps in East Africa. Donate today at: <insert fundraising page link>	Just 3 days to go until we Workout for Water! Have you signed up to a class yet? Check out our timetable to get involved and help us change lives: <insert timetable link>	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	Thank you so much to everyone who took part in our Workout for Water for @ UNICEF. We raised <insert total raised> to help build clean water pumps in East Africa!

Each social post has one of three clear objectives: AW = Awareness FR = Fundraising CD = Countdown

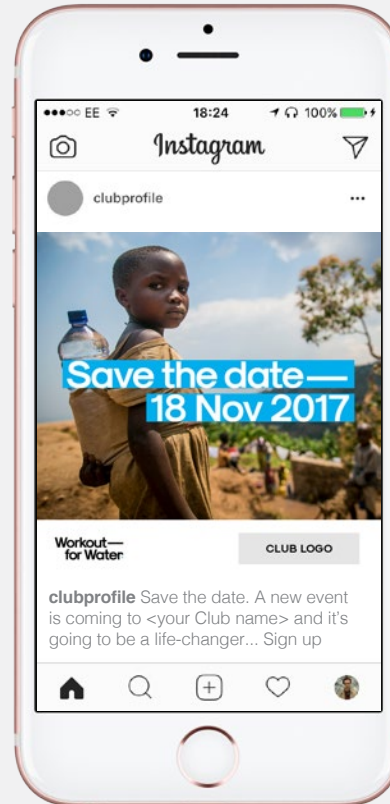


Social Images — (customizable)

These social images can be customized on **BRAND CENTRAL**. They'll help you increase awareness for your event, countdown to the big day and raise funds for UNICEF!

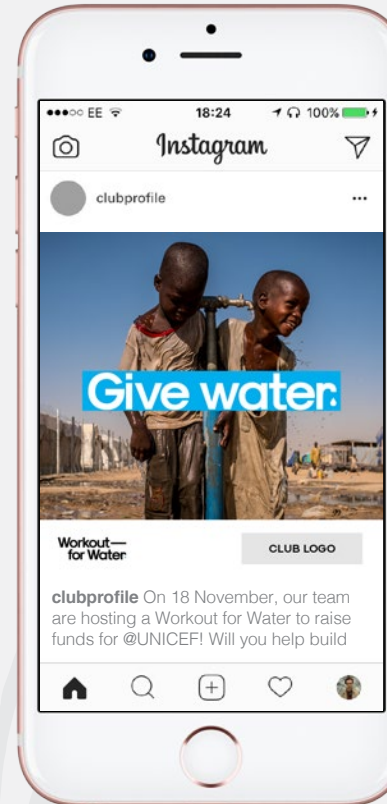
CUSTOMIZE NOW

OCT WEEK 1



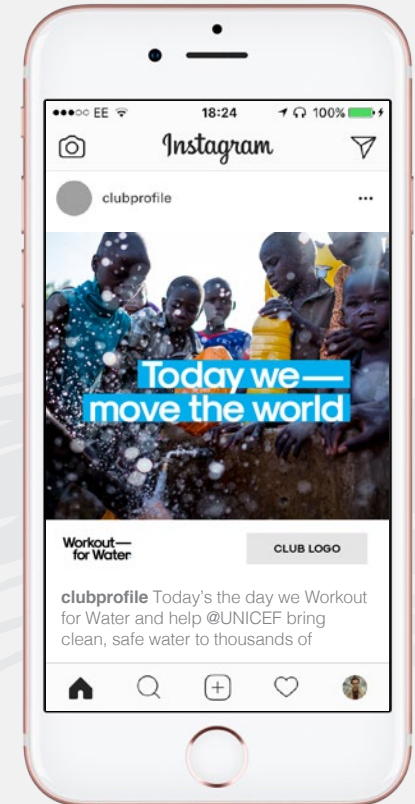
Save the date. A new event is coming to <your Club name> and it's going to be a life-changer... Sign up today!

OCT WEEK 2



On 18 November, our team are hosting a Workout for Water to raise funds for @UNICEF! Will you help build a life-saving water pump? Visit <insert fundraising page link>

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 #PumpItUp

Social Images — Awareness (ready-to-use)

The awareness images are available ready to use.

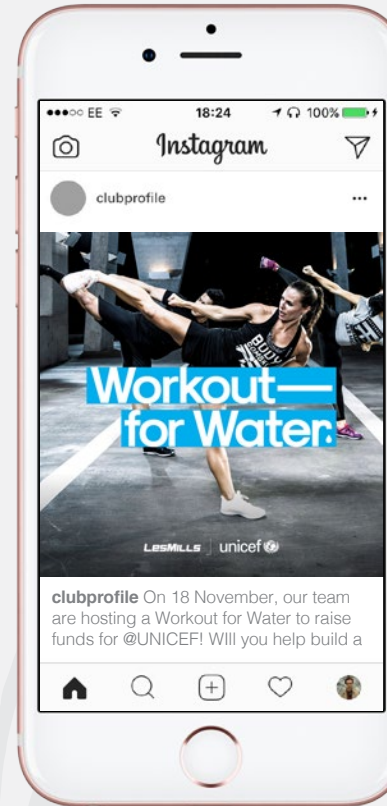
[DOWNLOAD HERE](#)

OCT WEEK 1



Save the date. A new event is coming to <your Club name> and it's going to be a life-changer... Sign up today!

OCT WEEK 2



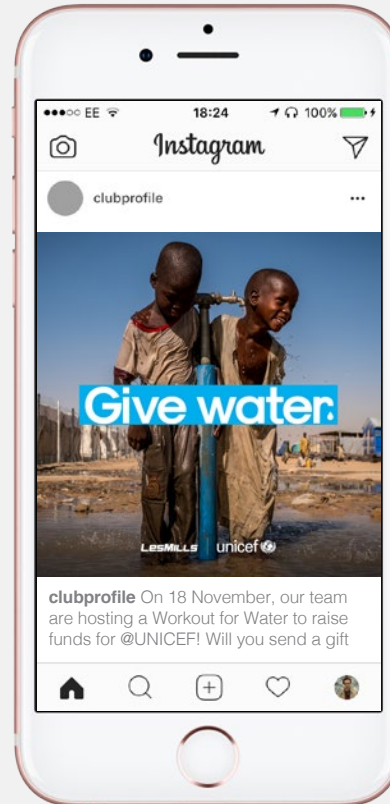
On 18 November, our team are hosting a Workout for Water to raise funds for @UNICEF! Will you help build a life-saving water pump? Visit <insert fundraising page link>

Social Images — Fundraising (ready-to-use)

Your fundraising images are available ready to use – just follow the link below.

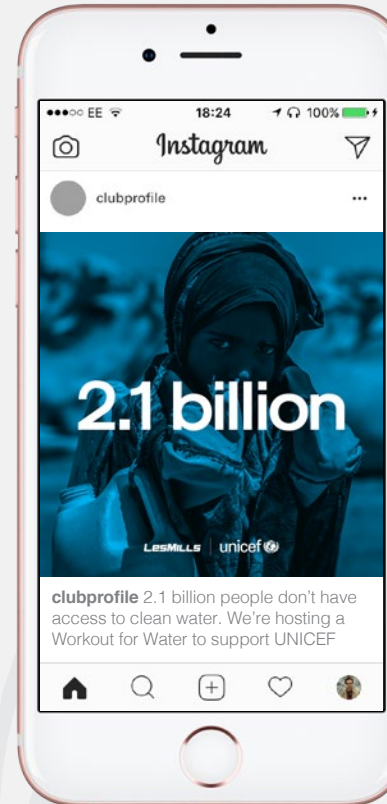
[DOWNLOAD HERE](#)

OCT WEEK 2



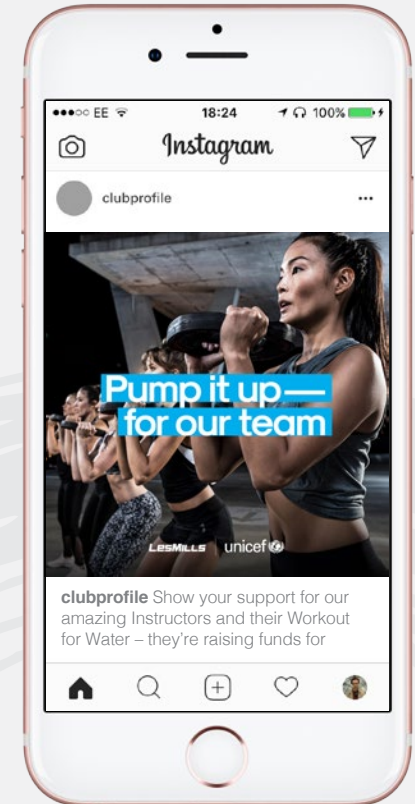
On 18 November, our team are hosting a Workout for Water to raise funds for @UNICEF! Will you send a gift and help build a life-saving water pump? Visit <insert fundraising page link>

OCT WEEK 3



2.1 billion people don't have access to clean water. We're hosting a Workout for Water to support UNICEF and bring clean water to vulnerable communities. Will you sponsor our team today? Visit <insert fundraising page link>

NOV WEEK 1



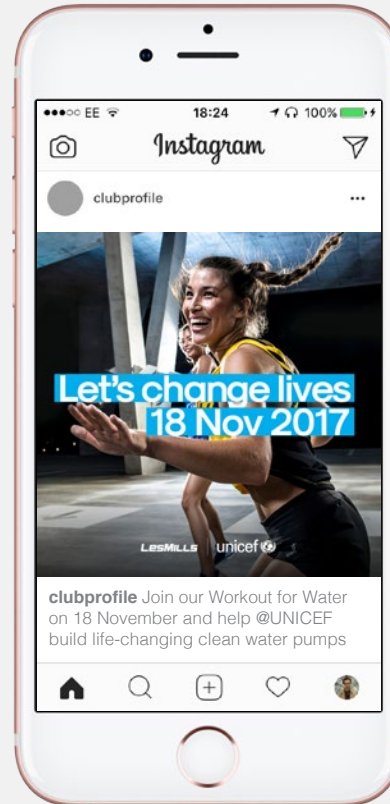
Show your support for our amazing Instructors and their Workout for Water – they're raising funds for @UNICEF to help build life-saving water pumps in East Africa. Donate today at: <insert fundraising page link>

Social Images — Countdown (ready-to-use)

Your countdown images are available ready to use.

[DOWNLOAD HERE](#)

OCT WEEK 4



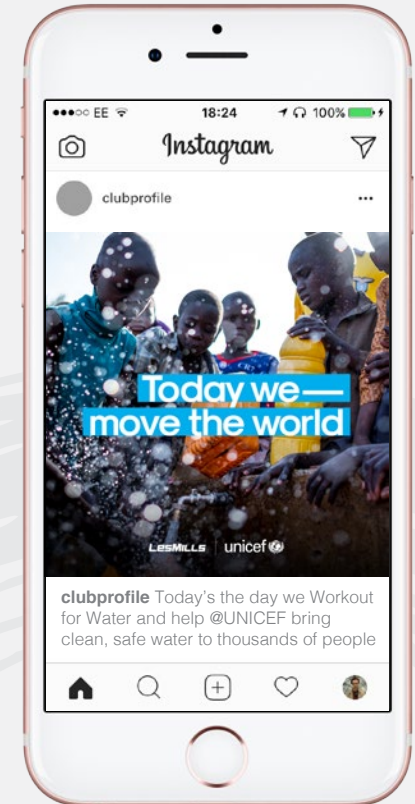
Join our Workout for Water on 18 November and help @UNICEF build life-changing clean water pumps in East Africa! #WorkoutForWater

NOV WEEK 2



Just 3 days to go until we Workout for Water! Have you signed up to a class yet? Check out our timetable to get involved and help us change lives: <insert timetable link>

ON THE DAY

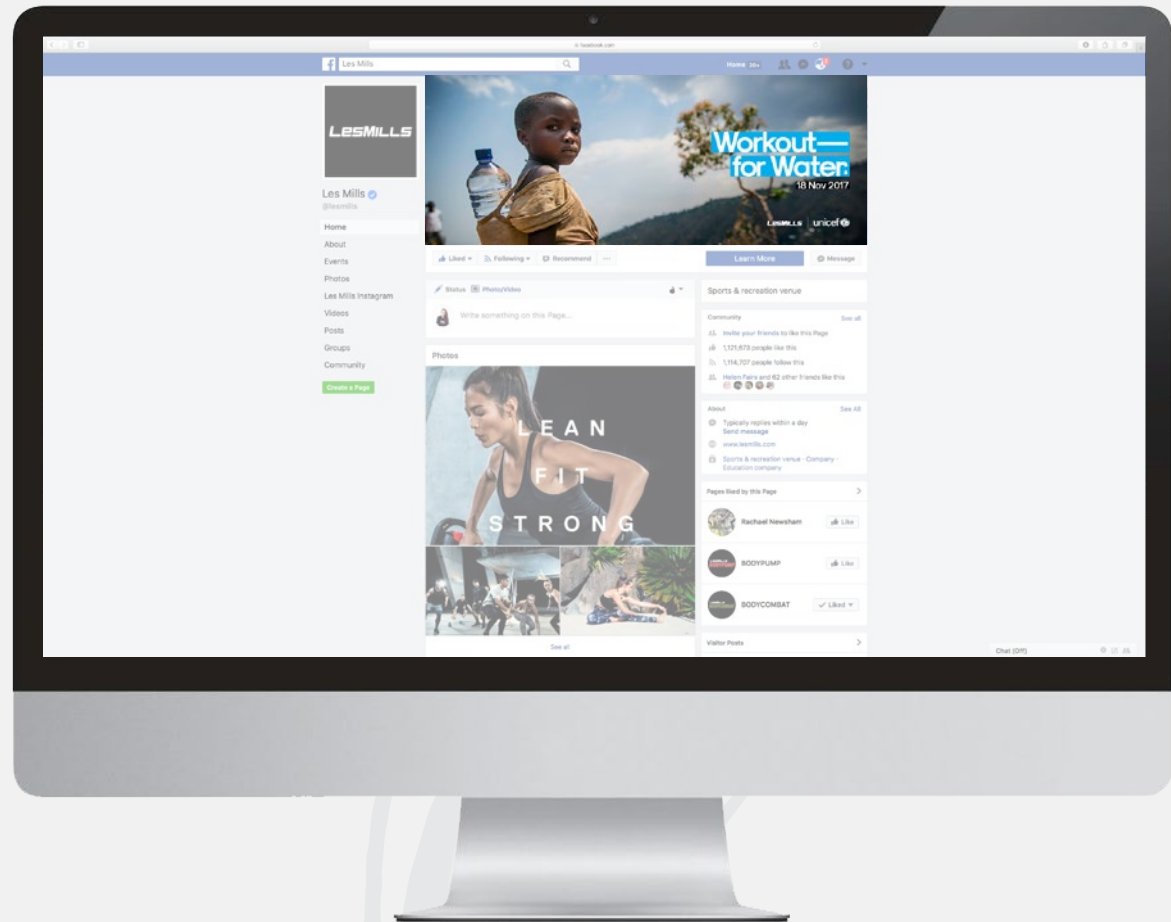


Today's the day we Workout for Water and help @UNICEF bring clean, safe water to thousands of people around the world! Good luck to everyone taking part #WorkoutForWater

Facebook Covers

Upload these covers to your Facebook page to let all your followers know about your Workout for Water event.

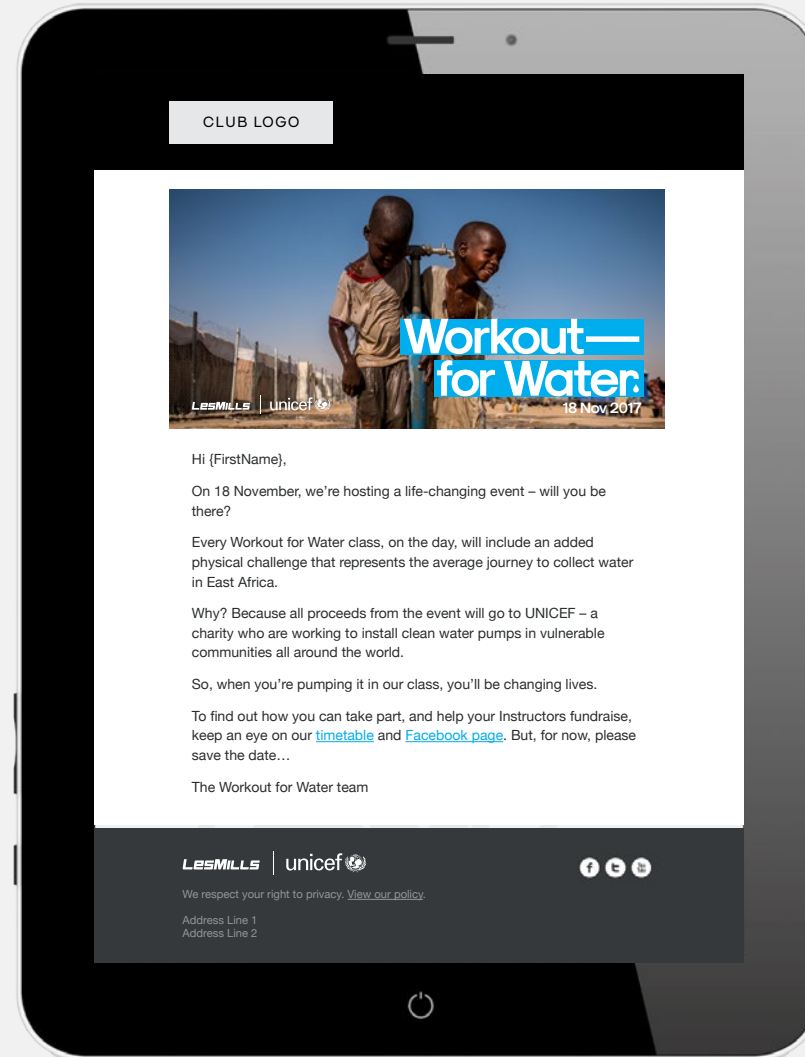
[DOWNLOAD HERE](#)



Teaser Email

Here's a teaser email you can send to your members a few weeks before 18 November to get them excited for your event. Please customize them for your Club, adding your event information.

DOWNLOAD HERE

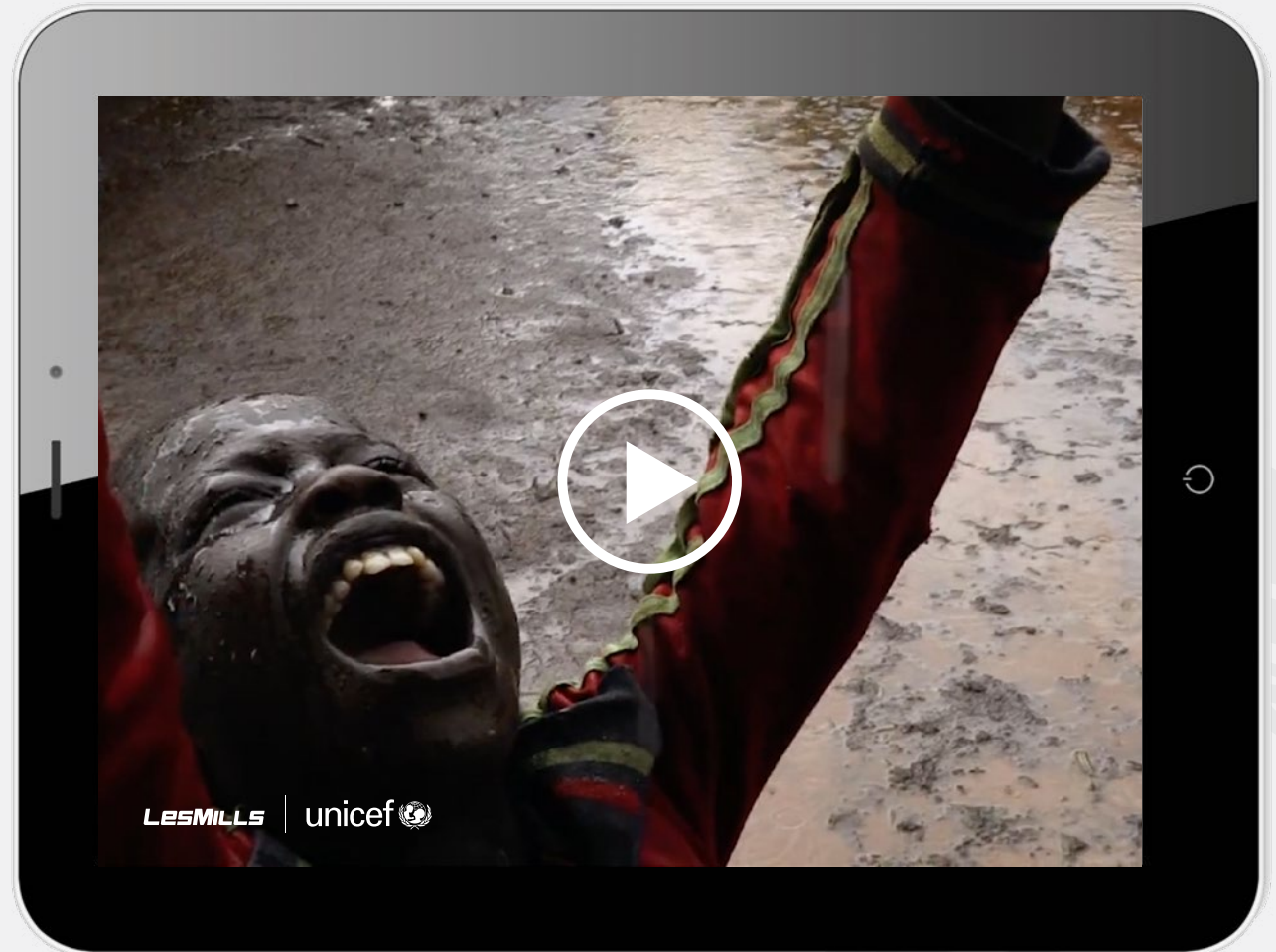


Hype Video

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

[DOWNLOAD FOR FACEBOOK — 16:9](#)

[DOWNLOAD FOR INSTAGRAM — 1:1](#)





**Club —
environment**

Entry Stickers

Get your members excited from the moment they arrive.

Use these decals near your Club entrance to remind them that a life-changing workout is taking place soon.

[DOWNLOAD HERE](#)

Print recommendation –

Outdoor vinyl with antiskid surface or similar substrate suitable for temporary use outdoors.

Your local printer will be able to help you with this.



**Workout —
for Water.**

LES MILLS | unicef

**Change lives —
18 Nov 2017**

LES MILLS | unicef

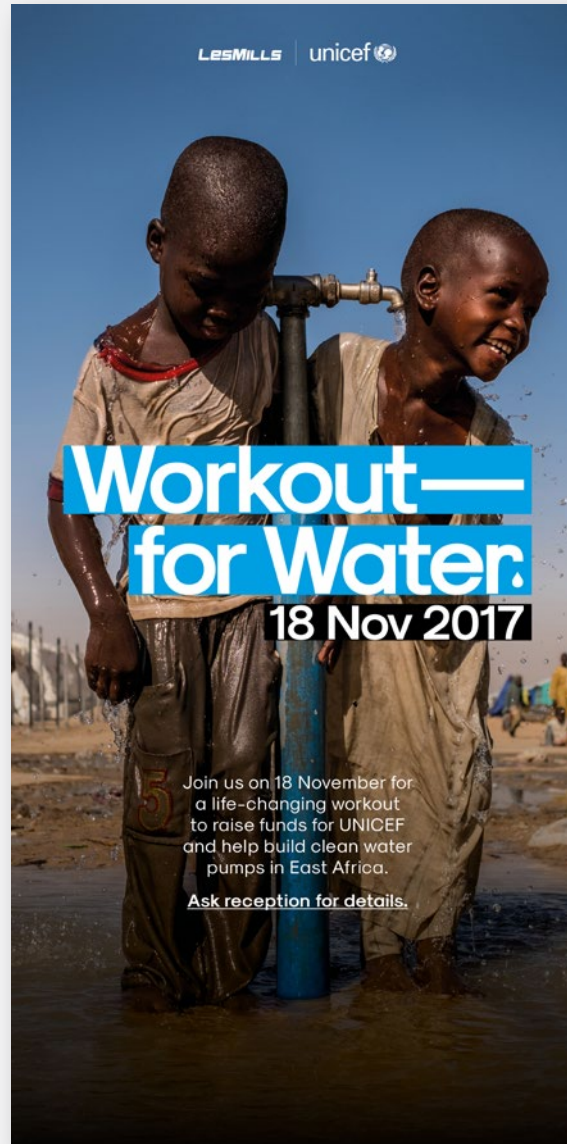
Pull-up Banners

Want to create some visual excitement and remind your members to take part?

Place these pull-up banners in high-visibility areas of your club.

[Banner 1 — DOWNLOAD HERE](#)

[Banner 2 — DOWNLOAD HERE](#)



Banner 1



Banner 2

Digital Screens

Here are some images for you to display on digital screens throughout your Club.

Screen 1 — [DOWNLOAD HERE](#)

Screen 2 — [DOWNLOAD HERE](#)



Screen 1



Screen 2



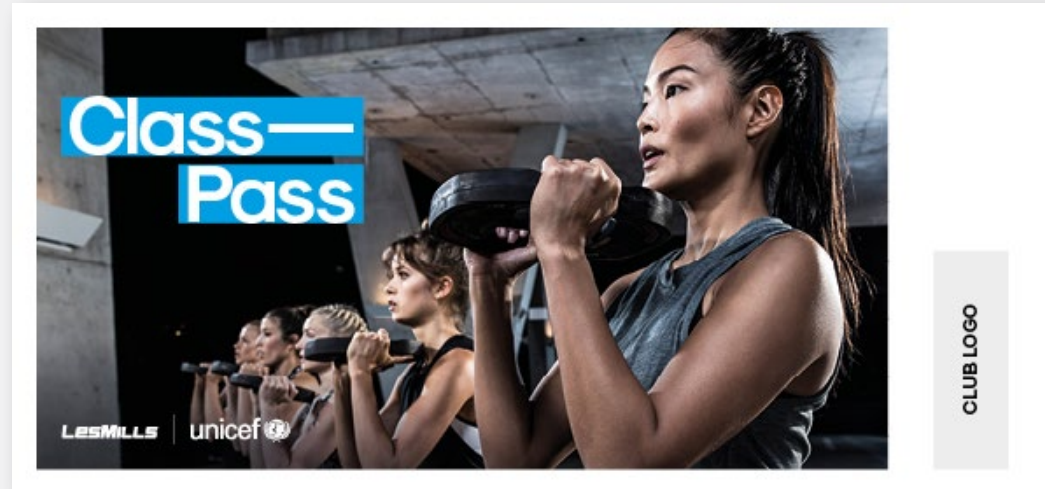
Class Pass (customizable)

A class pass is a great way to get new members to your club an Workout for Water.

You can easily customize the pass on BRAND CENTRAL by adding your club's logo and details, and by changing the offer text to suit the way you operate.

Ask your team to hand them out at reception, give them to your instructors and post them on your social media channels.

CUSTOMIZE NOW



Class Pass (ready-to-use)

If you don't want to customize your class pass, here's one ready to go.

DOWNLOAD HERE



On 18 November, join our **Workout for Water for UNICEF**. This pass entitles you to join any **Workout for Water** class at this club. Come along and help us raise funds to build clean water pumps in East Africa – see our class timetable for details. Strictly one pass per person.

Name

Email

Offer ends / / 2017

Club details



Poster — Awareness (customizable)

This poster will help you raise awareness for your event and encourage members to take part in Workout for Water. It can be customized using BRAND CENTRAL, adding your logo and details about how your members can get involved.

[CUSTOMIZE NOW](#)



Poster — Awareness (ready-to-use)

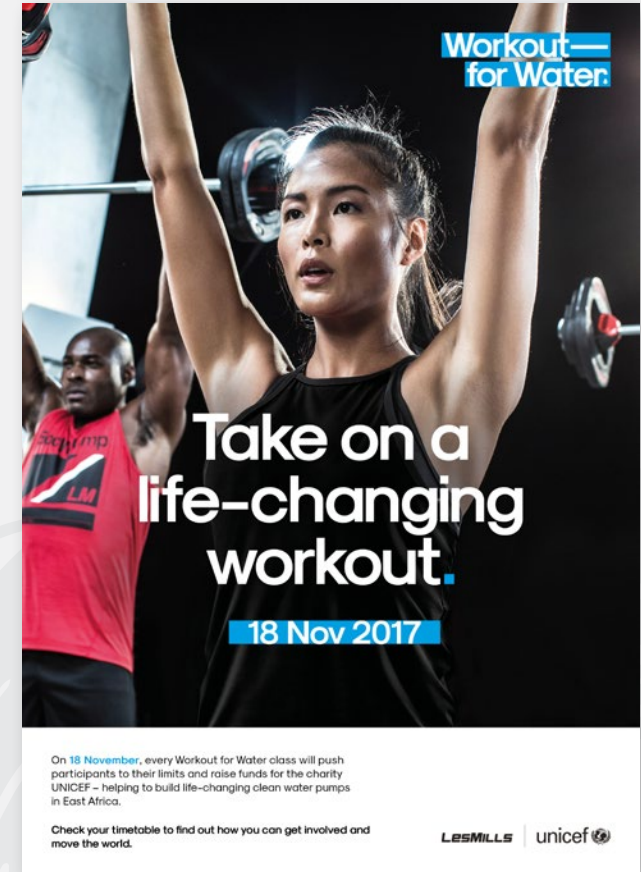
These versions of the awareness posters are ready to use.

Poster 1 — [DOWNLOAD HERE](#)

Poster 2 — [DOWNLOAD HERE](#)



Poster 1



Poster 2



Poster — Fundraising (customizable)

These posters lead with the cause, which will encourage your gym members to make donations in support of your Workout for Water event. Feel free to customize them with your Club logo.

CUSTOMIZE NOW



Poster — Fundraising (ready-to-use)

If you'd like fundraising posters that are ready to go, you can download these.

Poster 1 — [DOWNLOAD HERE](#)

Poster 2 — [DOWNLOAD HERE](#)



Poster 1



Poster 2

Stickers — Mirrors

You can use these stickers on your mirrors and windows to raise awareness for your Workout for Water event.

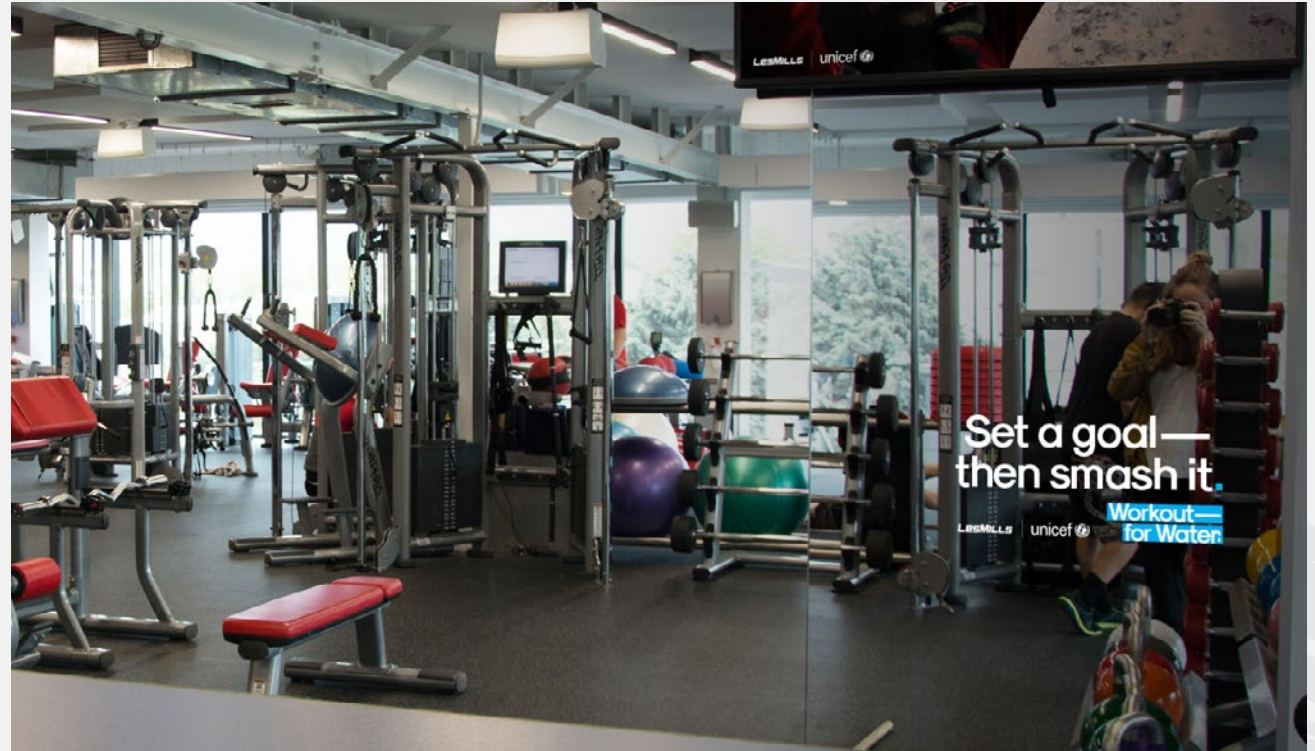
These stickers are available in reverse too, so your members can take a Workout for Water selfie to share online!

[DOWNLOAD HERE](#)

Print recommendation —

Clear removable vinyl or clear Octopus static repositionable vinyl, or something similar.

Your local printer will be able to help you with this.



**Workout —
for Water.**

LES MILLS | unicef

**Change lives —
18 Nov 2017**

LES MILLS | unicef

**Set a goal —
then smash it.**

**Workout —
for Water.**

Stickers — Water Fountains

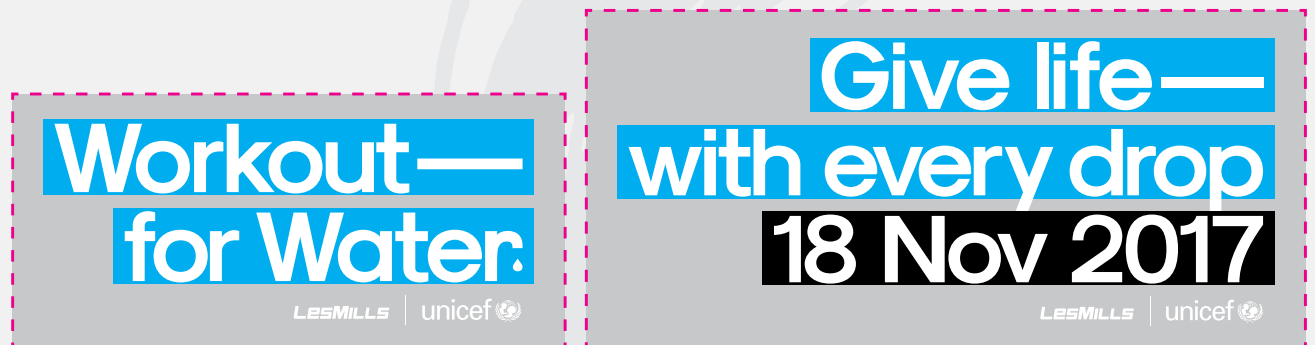
These stickers can be used on water fountains throughout your Club to remind your members of the difference your event will make.

[DOWNLOAD HERE](#)

Print recommendation —

Clear removable vinyl or clear Octopus static repositionable vinyl, or something similar.

Your local printer will be able to help you with this.



Thank you.

MOVE_{THE}
WORLD

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