



Volunteers across the globe unite once a year and vow not to shower until they have each raised at least \$1,000 toward life-saving water systems in Africa.

Our nationally-recognized fundraiser enables anyone who wants to help Well Aware's cause make a big impact in a short time.

For the people we are helping, a clean drink of water is a luxury. A shower is unheard of. It's the least we can do to skip our showers for a week, so that others can survive and thrive.

What is a Shower Strike?

A bunch of people promise not to shower until they've raised some funds. No, really, that's it. And, it only lasts one week. If you thought you could never make a big impact from your couch, we're about to blow your mind.

Um, why?

We can help tens of thousands of people have clean drinking water for decades to come! Well Aware has a team of professionals and volunteers who are changing and saving lives in east Africa by installing sustainable water wells, pipelines and rainwater collections. And, we're good at it. We've got that part covered, and we need your help to raise the donations to fund them.

Who takes part in this nonsense?

We recruit individuals and teams from all walks of life and any industry, affiliation and organization! We've had marketing firms, interior designers, elementary schools, nonprofit orgs, football teams, doctors, lawyers, retirees, babies, rotary clubs, engineers, palm readers, teachers, travel agencies... you get the idea. Anyone! And, from anywhere.

Do you seriously raise money this way?

Yeah, people seem to pay attention to us when we get hundreds of people together to stop showering. We've raised over \$200,000 in the past four years that we've held the Shower Strike. That's a lot of clean water!

How do I get people to give me donations for not showering?

Actually, you want them to give you \$\$ so you can shower! You'll be eschewing the shower until you reach your personal fundraising goal. So, your friends, family and coworkers will have mercy on you (or themselves) and contribute to your strike. All you need to do is tell people what you're doing (via social media, email, telephone, carrier pigeon, etc.) and invite them to contribute.

Is it difficult to ask people for contributions?

Nope. Our Strikers consistently tell us that they are surprised by how easy it is. Here's why: 1) We make everything digital and easy-breezy. You'll have your own donation page, and you will get a toolkit for soliciting donations. Everything can be done online. 2) Many people want to help others have clean water, and you just became the way that they can. Go you! 3) Shock value. This is weird, and we know it. It's working.

Where does the dough actually go that I raise by being dirty for a few days?

Well Aware approves the clean water system projects we want to fund and construct with Shower Strike \$\$ prior to the strike. So, you'll know exactly what your efforts are helping. We keep all of our projects on our website, too, so you can keep up with their progress afterwards. And, all donations are 100% tax deductible!

What's in it for me?

You're going to feel amazing for doing something so important! We're also going to give you a Shower Strike Survival Kit, which includes your Shower Strike tee, promo buttons, info packet, and some other donated goodies like soaps and stuff. Plus, we're having a ridiculously rad launch party just for you on our launch date, World Water Day, March 22nd. Check our event flier and the website for deets.

Oh yeah, you will also get your name on a water well in Kenya if you're the top fundraising individual or team. Don't pretend that's not seriously awesome.

This is amazing, how can I go on Shower Strike with Well Aware?

1) Create a fundraising page in five minutes at www.ShowerStrike.com, 2) Check your email for easy steps on posting about your strike to get donations, 3) Shower when your goal is met, and 4) Rinse and repeat next year!

I'm afraid to skip my showers or I have a mean boss that won't allow it. How can I still be a part of this?

We have glorious alternatives!

1) Be a sponsor. Check out our sponsorship options page. We'll have a fleet of people walking around in tees with sponsor logos for a week, and we get a ton of website traffic during the strike, so this is an incredible opportunity for some meaningful advertising. AND, we're having a big launch party on World Water Day in downtown Austin... with your company logo everywhere.

2) Create a team (or join another) and get someone else to skip the showers. You only have to have one sucker per team who's on strike. Everyone else helps that poor fella by promoting their campaign.

3) Pick a Shower striker to donate to (and be generous because they're suffering).

WARNING: Participating in Well Aware's Shower Strike may result in feelings of goodwill and accomplishment. Please use extreme caution in declining the opportunity to Shower Strike.