



**THE
URGENT
RUN**



The Urgent Run Organisers Pack 2017

How you can give a crap for
UN World Toilet Day

What is UN World Toilet Day?

Having proper sanitation is a human right.

This is the reason why the World Toilet Organization (WTO) founded World Toilet day in 2001 to draw attention to the global sanitation crisis. In 2013 the United Nations General Assembly designated 19 November as UN World Toilet Day - a day to take action and raise awareness of the people around the world who do not have access to a clean and safe toilet.

Each year, the UN declares a theme for World Toilet Day. Some previous themes include *Better Sanitation for Better Nutrition* and *Toilets for Dignity and Equality*. Last year's the theme was *Toilets and Jobs* and was meant to inspire dignity in sanitation jobs and to recognize the opportunity as well as productivity provided by toilets. The theme for 2017 is currently being finalised and you can visit the official World Toilet Day website for the latest update:

<http://www.worldtoiletday.info/>



So what's the Urgent Run?

The Urgent Run is a global advocacy event to celebrate UN World Toilet Day. Urgent Run events are held around the world usually in November in the lead-up to the celebration.



The Urgent Run connects communities across the globe through a run or a walk for sanitation. This will be our fourth annual Urgent Run and we are planning on making the biggest stink yet! In previous years Urgent Run events have been hosted in countries across the world with 63 events taking place in 42 countries over the past 3 years alone. You can see details of our previous runs here: <http://urgentrunkom.org/highlights>. We are hoping you will join us to making a stink about sanitation!

Why is it so Urgent?

Sanitation remains a global crisis with more than one in three people on the planet not having access to clean and safe toilets and one-in seven still facing the indignity of defecating in the open. The sanitation crisis is so much more than numbers, but the facts are truly startling:

- Nearly 1,400 children die per day from easily preventable diarrhoeal disease caused by poor sanitation.

- Women and girls face higher risks of violence and rape when they do not have a private place to defecate.
- Without toilets at school, girls often drop out when they reach puberty.
- More people have access to a mobile phone than to a clean toilet and proper sanitation.

We can't wait while lack of sanitation affects health, education, gender equality and more!

Who can organise an Urgent Run?

Do you have a sanitation issue that is close to your heart? Do you think that everyone, no matter who they are or where they live, deserves access to sanitation and clean toilets? Are you inspired, full of ideas and ready to bring the Urgent Run to your local area?

Then you are the perfect host for the Urgent Run! You are officially a **Person of Outstanding Order** or as we like to call it a **POO!** Thank you for giving a crap and spreading the word!



Does it have to be a run?

No it doesn't!

The Urgent Run is an inclusive and fun event. While we encourage you to host a walk or a run, you are welcome to hold an Urgent Run in whatever format that makes sense to you and your community. Here are some examples of Urgent Run events that have taken place all over the world. As you can see it comes in many forms and sizes!

- In Dharavi, Mumbai one of Asia's largest slums, there is only one toilet for every 1,400 inhabitants. The Urgent Run event there included fun, educational activities for some of the slum's youngest residents including running to find the nearest public toilet.
- In Vimercate, Italy the Urgent Run included individual competitive races and relay races on treadmills in the gym, as well as entertaining comedy performances.
- In Iringa, Tanzania, community members walked together carrying messages to their fellow community members through banners, t-shirts and megaphones.

For more inspiration and ideas check out our website: <http://www.urgentrun.com/highlights>



I'm in – Where do I start?

Thank you for your interest in organizing an Urgent Run for World Toilet Organization. You can host an event by following our easy 5-step guide.

Step 1: What's your message?

Ask yourself: what is it that you are hoping to achieve with your Urgent Run? Advocacy? Fundraising? Sanitation affects everyone; maybe it's best to highlight just one of the issues around sanitation that you and your community can relate to. For a guide, think of the following topics that may be relevant to your community, such as:

- Is there a lack of access to proper sanitation or public toilets in your local community?
- Does the accessibility of toilets in your local area need to be improved for people with disabilities, women or the elderly?
- What about the ratio of toilets for men and women, or 'potty parity'?
- Are there areas in which your community or school sanitation could be improved?
- Is a lack of sanitation prohibiting your productivity?
- Get supporters behind a sanitation issue that affects a community in another country. Visit <http://www.worldtoilet.org> for more inspiration.



Step 2: Make a plan!



When planning your Urgent Run it is important that you first take some time to carefully work out the type of event you want. Break down your plan into small steps and assign each one to a person, either yourself or any volunteers you recruit. Allow more time that you think for tasks to be completed and don't do it all yourself!

When is your Urgent Run going to be held?

Choosing a date and time is important. Ideally, we would like you to hold it in November, seeing as the UN World Toilet Day is on the 19th November. Are you going to have it on a weekday or weekend, morning or evening?

Where?

The place you hold your event is important as it indicates how big or small your Urgent Run event will be. If you have it in a private area or a public park you may need to get permission from the authorities or a special permit. Every city, town, or district has its own set of regulations. It is a good idea to contact your local council for more information and to make sure you do it correctly.

Who are you going to invite?

Is it going to be private, and just for you and your community? Or public, for anyone and everyone to join? The number of participants and spectators you expect on event day, as well as length of course will determine the size of your volunteer staff and resources needed. Consider things such as registration, set up and implementation.

Recruit Help

Get the right parties involved to help you throughout your event. The more people that you have involved the better!

Fundraise

The global Urgent Run is WTO's biggest fundraising campaign of the year. If you choose to fundraise for WTO as part of your Urgent Run, we would be very hap-pee! In return for your generosity we would like to announce your donation on our website and social media platforms.

Step 3: Create a budget

Ensure a Sustainable Event

We encourage your passion for sanitation and hope you have a successful event; however, we discourage an event from going into a loss. Try to build a strong network of supporters to ensure a successful event. Check out the last two pages of this packet for a budget guide!

Get Local Partners and Sponsors

You can seek local sponsors who may donate goods and services in return for putting their logo and name on any signs and promotions you do in the lead up to and during the event. Look for reliable partners who can supply you with necessary items for a reduced cost.

Sell Tickets

You can opt for your Urgent Run to be a paid or free event. Participants can pay a registration fee or make a donation, with proceeds going to World Toilet Organization. You can do this by either asking people to donate directly or collect donations from them.

Keep Track of Donations

You and your Urgent Run participants can also use websites like [JustGiving](#), [Everyday Hero](#), [Give Asia](#), [Indiegogo](#) and [Start Some Good](#) to easily collect donations. Ask friends, family and co-workers to sponsor your Urgent Run, designating World Toilet Organization as the beneficiary on your fundraising page.



Fundraising

We have provided three ways in which you can send your raised funds:

1. Online

Online through PayPal, Visa, MasterCard or AMEX at <http://worldtoilet.org/donation/>

2. Cheque

Cheque made out to World Toilet Organization Limited and sent to:

428A Race Course Road, Singapore 218674

3. Via bank transfer to United Overseas Bank Ltd

Account Name: World Toilet Organization Limited

Account No. 101-331-735-1

Branch Code: 001

Bank Code: 7375

SWIFT Code: UOVBSGSG

Bank Address: 80 Raffles Place, UOB Plaza, Singapore 048624

Step 4: Promote your event!

Communicate effectively and often with your community. The key is to keep communications with all of your participants until the day of the event.

Register your event

After you have pinned down your plan, register your Urgent Run event on the global website www.urgentrun.com. We will help publicise the event to our supporters through our website, social media spaces and newsletters.

Spread the word

Now that you have registered your event, spread the word and get people excited!

Email

We will set up a webpage for your Urgent Run event and share a link with you. Email this link out to friends, colleagues, family and neighbours and ask them to sign up to participate in the run. Make sure to tell them why it is important to you. Nothing moves people more than a personal message!

Social Media

Set up a Facebook page or Twitter account for your event, invite friends to join online and encourage them to share with their communities. Show that you give a crap about toilets and sanitation by using the hashtags **#UrgentRun**, **#WorldToiletDay** as well as **#IGiveACrap!**



Online Communities

Find online communities that are related to running, fitness, and sanitation as other social causes or human rights issues. Immerse yourself in the online conversation and share contents about your event.

Local Media

Contact the local media (magazines, community newspapers, local radio stations, etc.) to let them know about your event. Tell them why you're organizing an Urgent Run, who is taking part, and anything interesting that will be happening on the day.

Step 5: Make it fun!

Dress Up

We encourage you to dress up and get inspired by the sanitation theme with your choice of outfit. Here's one example from one of our Urgent Runs last year!



Wear an Urgent Run t-shirt

Ask us for the Urgent Run t-shirt design that World Toilet Organization is using for its flagship event. You can source your own local t-shirt supplier and by all means use our designs.



The Big Squat

As well as holding an event, we also encourage you to incorporate a Big Squat- a way to visibly highlight the 1 billion people who still practice open defecation. Get your friends, colleagues or run participants together for a minute or two to reflect on the sanitation challenge. Take photos and videos and share them on YouTube, Snapchat, Instagram, Facebook or Twitter using the hashtag **#BigSquat** and **#UrgentRun** then send them to us! Stop, drop, squat and share!



Share your videos and photos

We love to hear from our supporters across the world, especially those organising Urgent Runs, so please:

- Use **#UrgentRun** and **#WorldToiletDay** when you are sharing on social media.
- Post your photos online and share links via email and social media.
- Get creative! Make a video of your Urgent Run and post it to YouTube.
- Tell us how your event went! Email us at urgentrun@worldtoilet.org with details, photos and videos of your event.

Further Support

WTO is committed to helping you succeed with our planned fundraiser and we want to support you as far as we are able in executing a fun, fruitful and well-planned event. Here are a few things to keep in mind:

- Inform the police, Red Cross or local ambulance service if it a large event
- Obtain permits from your local council. Investigate requirements before too much planning has been done.
- Obtain permits for fundraising as well as a fundraising event
- Consider Public Liability Insurance for the event
- Have a volunteer agreement and a sign-in/sign-out sheet for all volunteers at your event so you know when your liability begins and ends

On the BIG Day!

The louder we talk #&*t the more people will pay attention, and that's the whole point! Share, share, share any picture or videos and use the hashtags **#UrgentRun**, **#UNWorldToiletDay** and **#WorldToiletDay**!

And most of all, always remember...

Have FUN! Get creative, get inspired and get going because it's URGENT! By participating in the Urgent Run you are helping communities around the world live better lives and have bigger dreams by supporting good health through sustainable sanitation.

And that means more people can join in the best run of all, a happy, healthy life!



World Toilet Organization, 428A Race Course Road, Singapore 218674

Here is a budget spreadsheet that you may find useful when planning your event.

BUDGET FOR THE URGENT RUN 2017

	Estimated	Actual
Total income		
Total expenses		
TOTA REVENUE RAISED		

INCOME	Estimated	Actual	Estimated	Actual
Event Proceeds				
Entry				
Ticket				
Other income				
Totals	\$	\$	\$	\$
Sponsorship				
Major sponsors				
Minor sponsors				
Other income				
Totals	\$	\$	\$	\$

EXPENSES	Estimated	Actual	Estimated	Actual
Site				
Equipment				
Venue hire				
Site				
Totals	\$	\$	\$	\$
Decoration				
Banners/signs				
Lighting				
Misc.				
Totals	\$	\$	\$	\$

Refreshments	Estimated	Actual
Food		
Drinks		
Plates, glasses etc		
Totals	\$	\$

Prizes	Estimated	Actual
Auction Items		
Goodie bags		
Thank you gifts		
Totals	\$	\$

Promotion	Estimated	Actual
Advertising		
Design		
Printing		
Web/online		
Totals	\$	\$

Program	Estimated	Actual
Car		
Performers		
T-shirts/clothing		
Travel		
Totals	\$	\$