



**GIVE LOCAL 757  
HELP 2 OTHERS UPDATE**

Julia Hillegass, Public Information & Community Affairs Administrator  
April 12, 2016

## What is GIVE LOCAL 757?

- **24-hr day of giving on Tuesday, May 3**
- **Working with all localities to help raise funds for H2O Program**
- **Online donations accepted through [givelocal757.org](http://givelocal757.org)**
- **Coordinating fundraising efforts with Drinking Water Week activities**

## What's Happening for DWW?

### Find the Magic Faucet Promotion

- Two locations - southside & peninsula – May 3
- Those who find the sites receive DWW goodie bag
- Promoting the idea that “it’s not magic...it takes lots of people & infrastructure to keep water flowing 24/7/365,etc...”
- Encouraging people to donate to H2O for Give Local 757
- Promotional support from local radio stations

## Here's What We're Doing For You!

HRPDC will provide:

- Social media posts/graphics
- Municipal TV slides
- Newsletter article template
- Locality specific stats from the program
- Donation page:

<https://givelocal757.org/npo/help-to-others-h2o-program>

# Social Media

□ <https://www.facebook.com/shareh2o/>



# Slides

## When You Donate to the H2O Program...

- You help a family in crisis receive one-time financial assistance to prevent the loss of water services.
- Donations go directly to families in need. There are no administrative fees thanks to our partnerships with the Salvation Army, HRSD and Hampton Roads water utilities.
- Donations of any amount are acceptable and 100% tax deductible.



DONATE TODAY AT [www.shareh2o.org](http://www.shareh2o.org)

## Slides

A sudden crisis such as a death, disability or loss of employment can leave local families at risk of losing water services.

But there is something **YOU** can do to help.

Your donation to the Help to Others (H2O) Program goes towards providing the gift of water for families in need.



DONATE TODAY AT [www.shareH2O.org](http://www.shareH2O.org)

## Slides

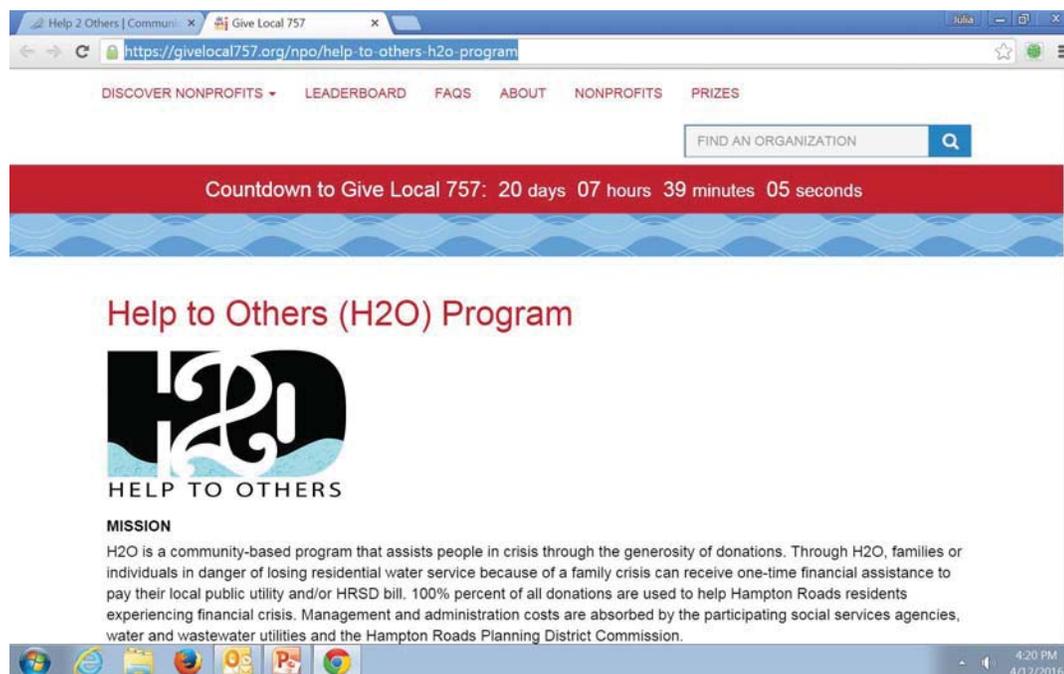
### Give to H2O on May 3rd

- Give Local 757 brings our region together to raise funds and increase awareness for local nonprofits.
- Simply donate \$10 or more to H2O on May 3rd through the GiveLocal757.org website to help us compete for additional funding and prizes from the Peninsula Community Foundation!



DONATE TODAY AT [www.shareH2O.org](http://www.shareH2O.org)

## Donation Page



## Here's What We Need You To Do!

- Add link to H2O program on department homepage: **shareh2o.org**
- Work with local communications staff to promote Give Local 757 donations on May 3rd.
- Promote donations internally among staff members
- Encourage staff to like & share on personal social media

## Questions?

