



**Workout  
for Water.**



# Instructor Toolkit

2019



# Workout for Water



download video

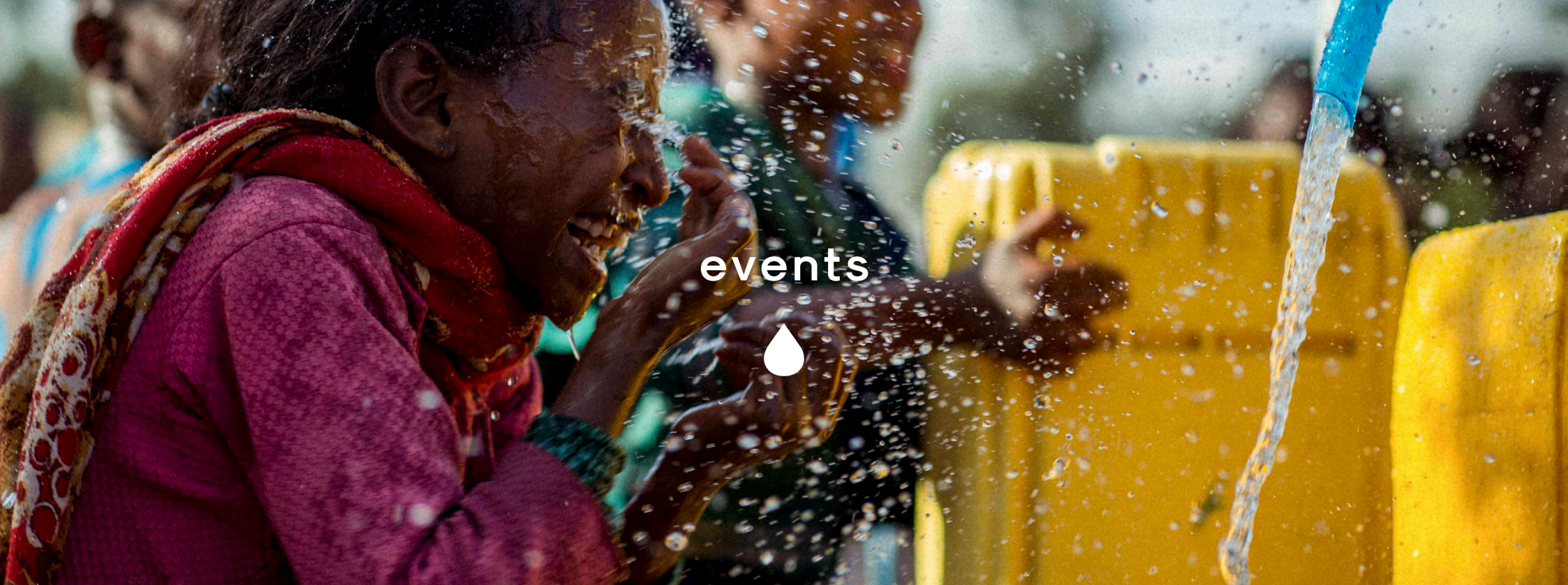
UNICEF and Les Mills have developed Workout for Water to help make every child's right to clean, safe and sustainable a reality. We're reaching out to our global Tribe of passionate Instructors encouraging everyone to set up fundraising pages on [www.workoutforwater.org/](http://www.workoutforwater.org/) and organize Workout for Water events in your club.

One amazing track of music features in all Les Mills workouts that are part of this quarterly release, so you can run Workout for Water events any time from now to the end of 2019.

Workout for Water funds raised in 2019 will support UNICEF's work to complete the Lega and Yelam Gej multi-village solar-powered water systems in the Amhara Region of Ethiopia.

Our goal is to raise USD\$5 million. You can download a video about how the funds you raise will positively change the lives of thousands of children.





## events



You can set up your individual or team fundraising pages now at: [www.workoutforwater.org/](http://www.workoutforwater.org/)

We recommend you theme your quarterly release events as Workout for Water and run them when it suits you and your members best. Once you have your team page set up, encourage your members to join your fundraising team. Make sure to use our fundraising page URL in all your communications so people know how to join you as a fundraiser, or to donate to your page.

You will receive support by email for your journey as a fundraiser and you can directly access social media content and videos from the download section of the fundraising platform:

[www.workoutforwater.org/downloads](http://www.workoutforwater.org/downloads)

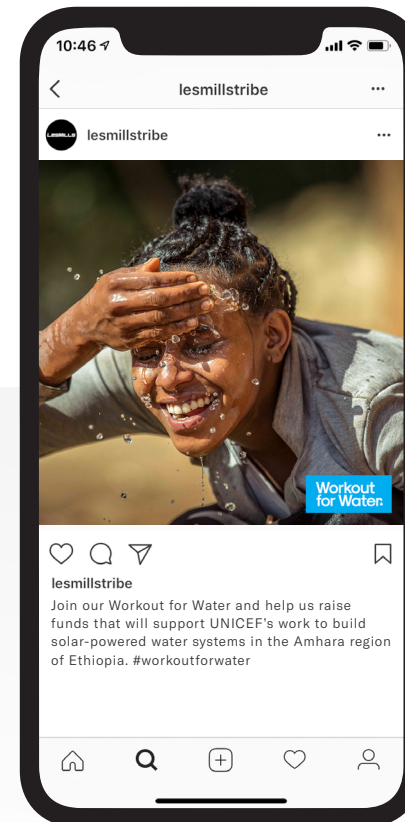
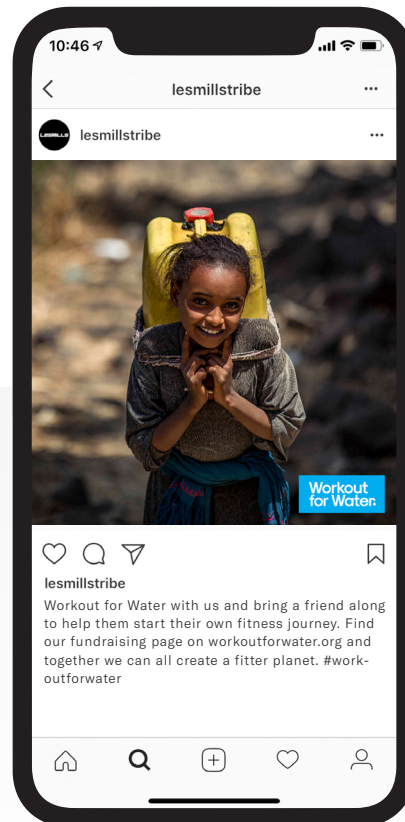
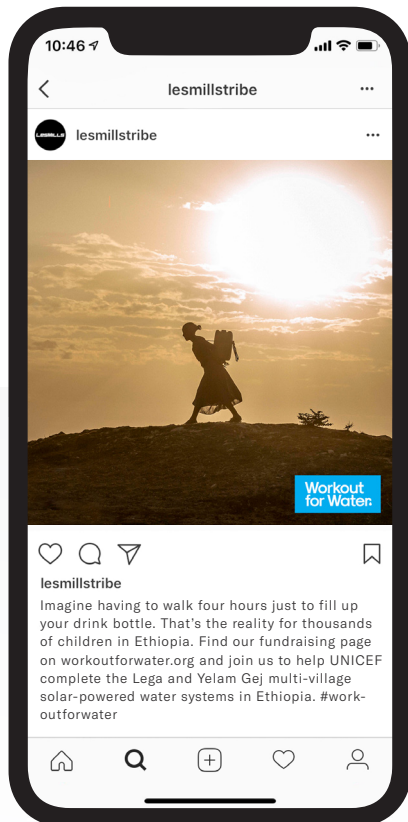




## social assets.

Please use #workoutforwater and include your fundraising page URL in all your communications. Here are some examples of the social assets available and how you could use the assets:

download



## video assets.

Use these videos in your social media posts to promote the event. Don't forget to use [#workoutforwater](#) and include your fundraising page URL.

download



### fundraiser video

#### Suggested post copy

Imagine having to walk four hours just to fill up your drink bottle. That's the reality for thousands of children in Ethiopia. Find our fundraising page on [workoutforwater.org](http://workoutforwater.org) and join us to help UNICEF complete the Lega and Yelam Gej multi-village solar-powered water systems in Ethiopia. [#workoutforwater](#)



### hype video

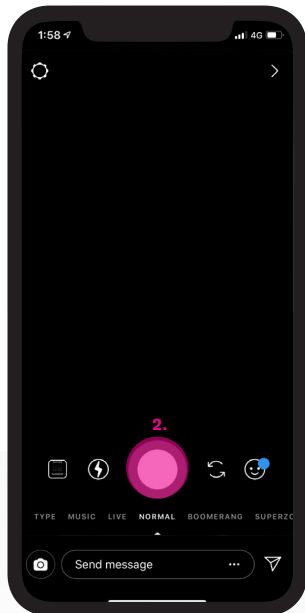
#### Suggested post copy

We are excited about our Workout for Water events on [xx/xx/2019](#). Bring a friend and join us to help create a fitter planet. [#workoutforwater](#)

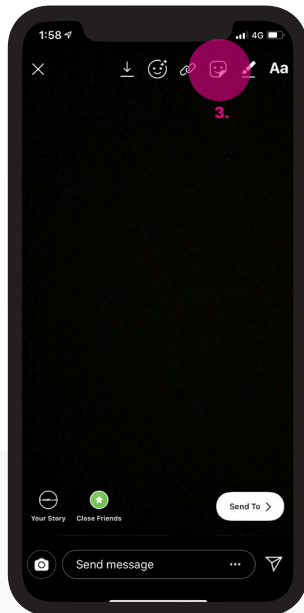


# Instagram GIPHY.

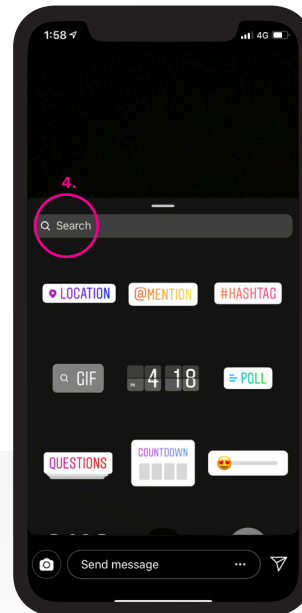
— instructions



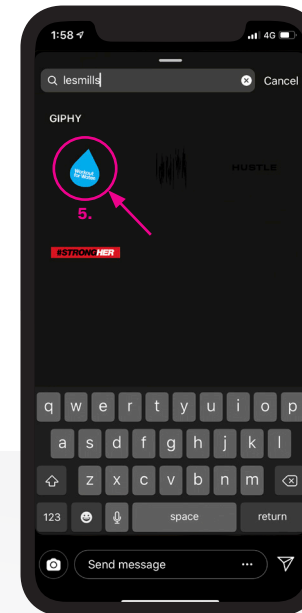
1. Tap your story icon to add a new story.
2. Take a photo by tapping the record button or take a video by holding down the record button.



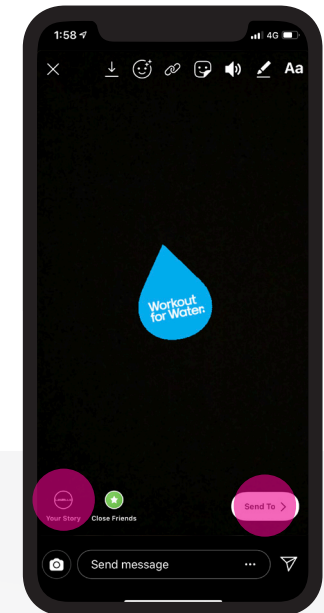
3. To add a GIPHY to your Instagram story, select the sticker button at the top of the screen.



4. Type 'lesmills' into the search bar.



5. Select the Les Mills giphy you want to add to your story.

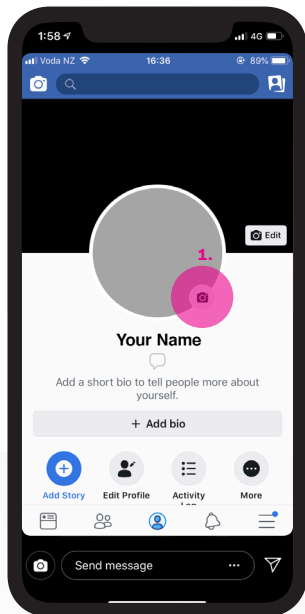


6. Position the giphy
7. Post your story by selecting the "your story" icon or selecting send to and manually selecting who you want to send your story to.

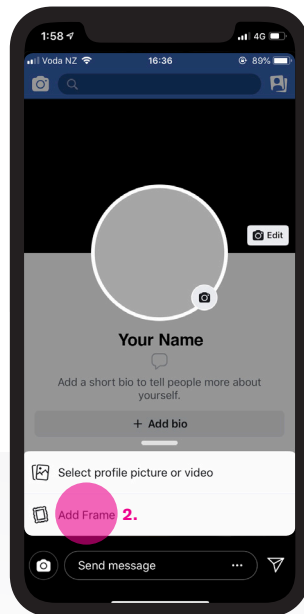


# Facebook profile photo filter.

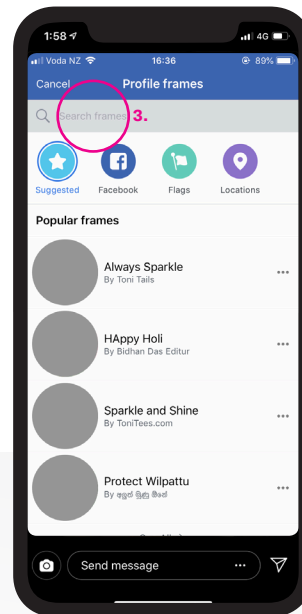
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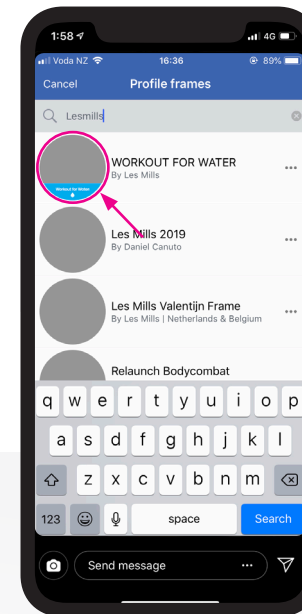
1. To add the Workout for Water frame to your profile photo, go to your profile and click the camera icon.



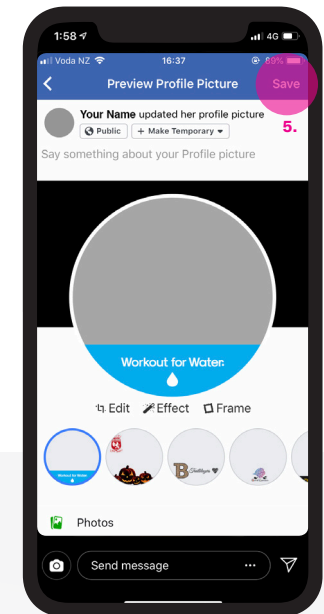
2. Select 'Add Frame'.



3. Type 'lesmills' into the search bar.



4. Select the WORKOUT FOR WATER frame.



5. Select 'Save'. This will publish the frame on your profile photo.

