



Mrs A Sample
 1 Sample Street
 Sampletown
 Sampleshire
 SA1 2MP <mailsort code>
 <supporter number><reference number>

<21 June 2012>

Your invitation to be part of something very, very special this summer.

Dear <salutation>,

I couldn't wait to write to you today to tell you some exciting news. Right now, we have a fantastic opportunity to transform the lives of an incredible 134,000 people in rural Malawi. The special appeal we are launching this week is called **The Big Dig** and I would like to invite you to be right at the heart of it. I hope you'll want to give a gift to make some truly amazing things happen.

Here's why this opportunity is so special. For the next 90 days, the UK Government has agreed to double your donation – and that of everyone who makes a gift towards The Big Dig. It means that together we have a chance to reach twice as many people. To bring clean water and sanitation to twice as many communities. To transform twice as many lives forever – the lives of people like Janet, Grace and Howard who I met when I visited Bokola and Kaniche, two communities where we plan to start work this summer.

What's more, for the very first time you'll be able to see clean water and sanitation actually arrive. You'll be able to visit thebigdig.org blog and see change happen in real time in Bokola and Kaniche. The people will tell you, through their stories and videos, just how much having clean water and sanitation means to them, and how excited they are that it's coming at last. You'll be able to share in their excitement as they anticipate the freedom that clean water and sanitation will bring. Freedom to work to improve their lives and go to school, instead of having to spend hours every day searching for water in streams and muddy ponds. And to give their children a cup of water without living in fear that it might contain lethal bacteria.

That's why I'm asking if you'll give a gift of <£XX> today – a donation that the UK Government will double to <£XX>, helping us do twice as much. And because you've already chosen to 'Gift Aid' your donations, your gift will be worth even more.

Spending time in Bokola and Kaniche, I saw for myself how people are suffering because of the lack of clean water and sanitation. It has such an enormous and negative impact on their lives. That's why I care so much about seeing The Big Dig become a success, and I hope you'll want to make that happen too.

Janet is just one of the inspiring people we met in Bokola. A hard-working mum of 38, her only sources of water are the local stream, a muddy scoop hole or a ditch in the paddy fields behind her house in Bokola village. Just last year, Janet lost her four year old son to cholera. She told us how painful it was to lose

Please read on



YES, I want to join The Big Dig to help bring clean, safe water to 134,000 people across Malawi.

How your gift will help

- £455** trains thirteen teams of people to maintain a new water pump for years to come
- £149** will reinforce twenty eight metres of a borehole with concrete to prevent it collapsing
- £155** will reinforce twenty nine metres of a borehole with concrete to prevent it collapsing

Every gift doubled by the UK Government but we must receive your gift by 18 September.



Please complete and return this form, call 0300 123 4341 or visit thebigdig.org

Please accept my gift of: £XX £XX £XX

Or surprise us £ _____

Mrs AB Sample,
 1 Sample Road,
 Sample Town,
 Sampleshire, SA1 1MP
 Supporter number: XXXXXX Reference number: 11/U1/XX



- By Cheque/Postal Order/CAF Voucher. Please make payable to WaterAid.
 Please debit my MasterCard/Visa/Maestro/CAF charity card.
 (please delete as appropriate)

Card No.

Expiry Date Valid From Issue No.

Signature

Date / / Please do not send cash in the post.

Sign up to The Big Dig and we'll let you know as the exciting developments happen

Email address

I am happy for WaterAid to acknowledge my gift via email

Mobile number

Make your gift achieve even more without paying an extra penny *giftaid it*

Thank you for already signing up to Gift Aid. However, we don't seem to have all the details we need to fully process your Gift Aid declaration, as required by HMRC. Through Gift Aid any donation you give will be worth 25% more, at NO extra cost to you. All you need to do is:

- Tick here if you would like WaterAid to reclaim the tax you have paid on all your donations made in the last four years, and any future donations you may make.*

Please provide your full name including your first name/initial and surname below.

Title First Name/Initial Surname

*To qualify for Gift Aid, you must pay as much UK income and/or capital gains tax as WaterAid (and any other organisation you may support) will reclaim in each tax year (6 April to 5 April), currently 25p for every £1 you donate. VAT and council tax do not qualify. Gift Aid will be used to fund WaterAid's general work. **Thank you**

Please complete this form and return in the FREEPOST envelope provided to: Freepost RRRZ-YRRB-ELKE, Angharad McKenzie, WaterAid, Melksham, Wiltshire SN12 6YY.

Registered charity numbers 288701 (England and Wales) and SC039479 (Scotland). If we raise more than enough money to reach the 134,000 people we plan to, we may use your gift to fund other work in Malawi – reaching even more people.



WaterAid transforms lives by improving access to safe water, hygiene and sanitation in the world's poorest communities. We work with partners and influence decision-makers to maximise our impact.

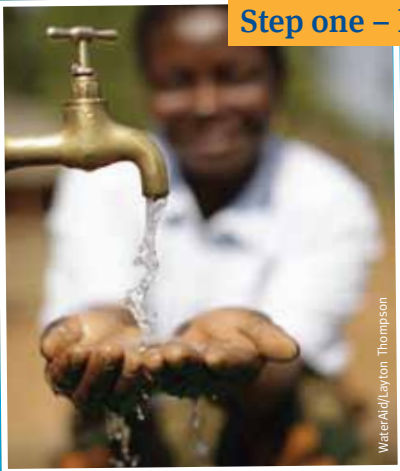
WaterAid, 47-49 Durham Street, London SE11 5JD, UK. Telephone 020 7793 4594 Fax 020 7793 4545 www.wateraid.org
 President: HRH The Prince of Wales. Registered charity numbers 288701 (England and Wales) and SC039479 (Scotland)
 Registered office as above Company reg. no. 1787329 VAT registration no. 736 198 05



Your donation will help the people of Malawi on the three steps to clean, safe water

See live updates at thebigdig.org

Step one – hygiene education



From learning about hand-washing with soap to wearing sandals in latrines, communities across rural Malawi can start their journey to clean water.

Step two – build latrines



Latrines stop people going to the toilet outside – often near a river or water source – and give them somewhere safe and private to go to the toilet, which stops the spread of deadly diseases.

Step three – clean, safe water supply



Boreholes bring clean safe water right to the heart of the communities in Malawi. Clean, safe water stops people dying from disease, means children are well and can go to school and parents are able to work and feed their families.

To join in The Big Dig please complete and return the form overleaf, call 0300 123 4341 or visit thebigdig.org

a child – and also how terrified she was to discover her 11 year old boy was sick with dysentery earlier this year. Even as a mother myself, I can't begin to imagine her fear – and her enormous relief that her elder son has now recovered.

Janet knows that the lack of clean water and sanitation aren't just robbing mothers like her of their children. It's also robbing everyone in her community of the chance to change their lives. "Clean water would change the life of everyone. It would change this whole community. There will be no more dying from these diseases. The remaining children will be safe. Then everything will be OK." She'd love for her children to go to school, learn valuable skills and escape the poverty they live in. And if we can bring clean water and safe sanitation to Bokola, then this really could be possible.



This is the only water that Janet can give to her children. Today, you can help her.

Through The Big Dig, you can help make this change happen for Janet and the other local people featured on the postcards I've enclosed. And you can watch change happen – just look for updates at thebigdig.org or enter your mobile number and/or email address on the form attached to get updates on how your money is being put into action.

Time is already running out for The Big Dig – so please be part of it by making a donation today.

There are two very important reasons why I'm asking you to make a contribution of £XX towards The Big Dig, and make it today if you can. **One**, we have just 90 days within which to raise all the funds we need, before the Government's doubled donations offer ends. And **two**, we must get funds transferred to our project team in Malawi so that we can complete drilling of boreholes by November, when the rains are due to start falling.

I was in Malawi last time the rains came, and I saw how it churns up roads and sites for boreholes and latrines – making our work almost impossible. What's more, every November brings a sharp increase in illness and deaths from water-borne diseases, as the rains wash even more dirt and contamination into people's water supplies.

Your support of WaterAid is making such a difference – so please join us to make The Big Dig a success.

I and the rest of the WaterAid team really do value your support. This is a unique opportunity to double the impact of your gift this summer and change many, many more lives. You'll also see it happen in real time, through the videos and stories local people share. I hope that as you follow these updates you'll grow as close to Grace, Janet, Howard and their neighbours as I did. They never imagined a change like this was possible. Now they know that it is, they're incredibly excited about the changes ahead – and I know they're longing for you to be part of it.

This summer, please be part of something amazing. Make a donation of £XX and join The Big Dig today.

Yours sincerely,



Angharad McKenzie,
Head of Supporter Development

PS. The time to join The Big Dig is now – while the UK Government will double your donation of £XX, transforming the lives of twice as many people in Malawi this summer. And please help us spread the message further by sending the enclosed postcards to your family and friends to tell them all about The Big Dig too. The more people who join The Big Dig, the more lives will change.