**What is Love Week?**

Love Week is a campus-wide humanitarian effort at the University of Maryland in which all students, faculty, and staff are invited to come together to provide aid and support to our fellow citizens of this world!

**Vision**

We believe that the choices we make matter, that all of mankind has inherent value, and that together, we can make a change in the world. The vision for Love Week is to unite the entire University of Maryland community over a common cause to provide aid to meet the needs of those who are suffering. As a part of this, we envision having all of Maryland's diversity represented through the people that participate in the event. We also envision that Love Week will become a UM tradition through which Maryland gains a reputation not only for impacting the local College Park/DC community, but for impacting the world on a global scale as well!

More specifically, our vision for Love Week 2016 is to raise awareness to the fact that 663 million people in the world lack access to clean drinking water, a resource we so easily take for granted. That is 1 in 11 people in the world. Water affects everything. A community’s safety, sanitation, health, poverty, and education are all negatively impacted by the absence of clean water.

This year, we will be partnering with Living Water International’s 10 Days Campaign to raise funds to build safe and sustainable water wells for the community of Ruhango, Rwanda. The idea is simple: Take the pledge to drink solely water over the duration of the 10 days of Love Week. Put aside the money you would have spent on coffee, soda, or other beverages to donate toward the building of a well. 100% of the donations will go directly to the building of wells.

**Campus Involvement**

For Love Week to be successful and make an impact, we really need the help of all of the Maryland community so that we may come together to make a difference. That’s why we need your help to get your student organizations, peers and professors involved. Love Week will take place from November 7-16, 2016.

**What does it mean to support Love Week this year?**

* You recognize that access to clean water is an invaluable resource.
* You want to do something about it.
* You want to let others know so that they do something about it too.

**What is not entailed in supporting Love Week?**

* Financial commitment
* Directive decision-making

**Sweet…how can I help?**

* Raise awareness among your respective organization/club/team members and executive board/captains.
* Encourage and get your org/club/team to put together a 10 Days team. While Love Week will bring the Maryland community together, we can also enjoy some friendly fund-raising competition amongst the various teams. Email UMLoveWeek@gmail.com to become a team leader.
* Buy a Love Rwanda t-shirt, put a 10 Days sticker on your water bottle, pass out flyers, hang up posters and invite anyone and everyone to go to marylandcru.com/love-week to take the 10 Days pledge.
* Raise awareness about the importance of water by doing something tangible at Maryland. We would love to help give you ideas or have you participate in the events we have planned.
* Hold your own fundraising event/initiative in support of Love Week.
* Raise awareness via Social Media (your own personal profiles/twitters and your organization’s as well)
* Follow @UMLOVEWEEK on Twitter and Instagram and go to the following Facebook link and like our page https://www.facebook.com/UMLoveWeek/

Dear Student Organization Leader,

My name is [insert name], and I am involved with Cru, a Christian Fellowship on campus here at the University of Maryland. Cru is organizing a campus-wide event called Love Week, that we hope will be an annual event to unite the campus together to provide humanitarian aid to a people group in need. This year, the Love Week team has decided to focus on our most valuable natural resource: water.

More specifically, our vision for Love Week 2016 is to raise awareness to the fact that 663 million people in the world lack access to clean drinking water, a resource we so easily take for granted. That is 1 in 11 people in the world. Why Water? Because water affects everything. A community’s safety, sanitation, health, poverty, and education are all negatively impacted by the absence of clean water. Communities are trapped in debilitating poverty because they constantly suffer from water-related diseases and parasites, and/or because they spend long stretches of their time carrying water over long distances. Water-related diseases cause 2.2 million deaths a year; every day, diarrhea takes the lives of 2,000 children in Africa more than any other single cause of death. Safe water, a toilet, and clean hands could prevent 90% of these deaths.

This year, we will Love Rwanda by partnering with Living Water International’s 10 Days Campaign to raise funds to build safe and sustainable water wells for the community of Ruhango, Rwanda (roughly 300,000 people). The idea is simple: For 10 Days, instead of spending your money on beverages like coffee and soda, use that money to provide clean water to people that don’t have it. All funds raised from 10 Days go to funding Living Water International's ongoing work in this area.

The question I would like to pose to your organization is this: will you join us in this effort to Love Rwanda from November 7-16? Joining us can take several different forms. You could simply take the 10 Days pledge yourself. You could help promote it through the purchase of an official Love Rwanda t-shirt. You could assemble a team within your organization, set a fund-raising goal for your team and track it online… enjoy some friendly competition amongst other groups on campus! You can hold your own fundraising event in support of Love Week. Lastly, you can raise awareness via Social Media.

If you are interested in joining us in this effort and would like more information please contact me via email at UMLoveWeek@gmail.com. I would be more than happy to answer any questions you might have and start discussing how you can join us.  We are very excited about this and would love for you to be involved!

**[Your Name]**

Love Rwanda team