

May 2014

## **Descriptive Copy Options: About Water.org**

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Depending on the layout of the page, here are three different descriptive copy options of varied lengths. Consider your audience and space parameters when choosing the best option for your site.

**1. *Descriptive copy option 1 (50 words)***

Water.org is an international nonprofit organization that has positively transformed millions of lives around the world by providing access to safe water and sanitation. Founded by Gary White and Matt Damon, Water.org pioneers innovative, sustainable solutions to the global water crisis, giving women hope, children health and communities a future.

**2. *Descriptive copy option 2 (75 words)***

For more than twenty years, Water.org has been at the forefront of developing and delivering sustainable solutions to the global water crisis. Founded by Gary White and Matt Damon, Water.org pioneers innovative, community-driven and market-based solutions to provide universal access to safe water and sanitation, giving women hope, children health and communities a future. To date, Water.org has positively transformed millions of lives around the world, ensuring a better life for generations ahead.

**3. *Descriptive copy option 3 (100 words - includes crisis stats)***

780 million people – about one in nine – lack access to safe water; 2.5 billion people lack access to a toilet. Water.org is dedicated to changing this. Through sustainable solutions and financing models such as WaterCredit, we can provide safe water and the dignity of a toilet for all.

Founded by Gary White and Matt Damon, Water.org pioneers innovative, community-driven and market-based solutions to provide access to safe water and sanitation -- giving women hope, children health and communities a future. To date, Water.org has positively transformed millions of lives around the world, ensuring a better life for generations ahead.