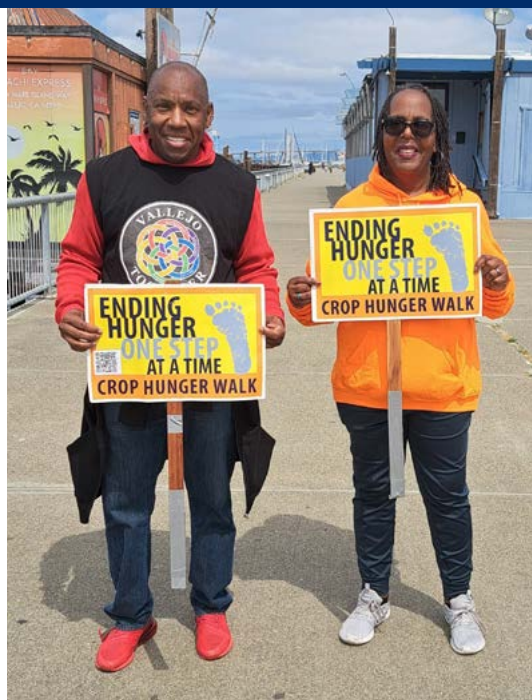




**CROP
HUNGER WALK**
ENDING HUNGER ONE STEP AT A TIME
BY **CWS**

Team Captain Toolkit



Team Captains are *vital*

For more than 50 years, CROP Hunger Walks have empowered communities across the United States to respond to hunger, poverty, lack of education, and limited access to clean water—both here at home and around the world.

As a Team Captain, you play a vital leadership role in this mission. Successful Walks are built on strong Teams and your ability to recruit, motivate, and unite others multiplies the impact of every step taken.

Together, your Team helps ensure access to nutritious food, opens the door to education for children, and increases access to clean water for drinking and hygiene. When people walk side by side, families and communities gain real opportunities to lift themselves out of extreme poverty.

Your leadership inspires friends, family, and colleagues to care, give, and act. You show that when everyday people come together as a team, they become powerful champions in the fight against hunger.

TOP TEAM CAPTAIN TIPS



1

SET AN *ambitious goal* FOR YOUR TEAM

- The average Walker **raises about \$150**; use this as a baseline for setting your Team goal
- Try and increase your Team fundraising by **10% more** than previous years
- Increase the number of Walkers on your Team from the previous year by a few more
- Increase the number of Walkers on your Team who register and fundraise online – strive for **100%**



2

SIGN UP ONLINE AND *create your team*

- Be sure to [Register and Create Your Team](#)
- Have fun choosing a name that fits your group; if you use your church or organization's name, be sure to include the city
- Personalize your Team fundraising page
 - Team Name
 - Your Team's Ambitious Fundraising Goal
 - Your Team's Reason for Walking
 - Team Photo
 - Local Agency connection

3

INVITE OTHERS TO *join the cause* AND YOUR TEAM

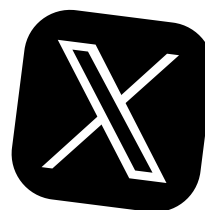
- Making a personal invitation is more effective than a general appeal
- Start with your own congregation or organization
 - Choir members, youth groups, men's and women's groups
 - Invite people to join your Team during coffee hour after worship services
- Personalize your online Team fundraising page
- Encourage the leaders in your community to be involved
 - Invite them to join your Team and fundraise
 - Ask them to promote the Walk
- Widen your circle - coworkers, community leaders, sports teams, businesses, civic clubs (Kiwanis, Rotary, Lions) and nearby congregations that don't currently participate
- Recruit everyone - there is no limit but your imagination! Even if someone can't join and walk on Walk Day, they can still walk on their own time and raise funds for your Team.



4

PROMOTE *the Walk*

- Ask the leaders of your community to promote the Walk; Pastor/Rabbi/Priest, school, organization, other community leaders
- Use the CROP Hunger Walk [education resources](#) and [Activity Guide](#) in your community by sharing with your youth leader, missions chair, or pastor
- Communication is key to the success of Team
 - Send regular emails or text messages to Team members
 - Include Stories of Change, encouragement, reminders and fundraising tips, such as how to create a QR code for their Walker page, how to choose their fundraising goal, etc.
 - Be available in person and share your contact information to be available outside of gatherings
- Share the “why” behind the importance of walking and raising funds
 - Share the [impact](#) of the CROP Hunger Walk, both globally and locally, with your group and encourage them to join you in the Walk to support our neighbors
 - Share a [Story of Change](#)
 - Use the [CROP Hunger Walk Impact Sheet](#)
 - Share your own personal reasons for walking and encourage others on your Team to do the same
- Set up a table at your community’s building
 - Include posters, Walk donation envelopes, QR codes that link to your Team’s fundraising page, information posters and brochures
- Share bulletin [announcements](#) in a monthly newsletter
- Send emails and text messages
- Post on [social media](#)
- Hang posters in your community’s space or places you frequent
- Share [Moments for Mission or Youth Moments](#) – the more times you can share, the better
- Use tools like [QR codes](#) on bulletins and posters to direct people directly to your Team fundraising page
- [CROP Hunger Walk Videos](#) - show at gatherings or send out links to the videos for your Team to share with others



- Now that your Team is assembled, help each Walker fundraise in the way that best suits them (emailing, posting on social media, staffing a table during coffee hour)
 - Walkers can fundraise both online (email, [social media](#), [QCD/IRA](#), [DAF](#), [Stock](#)) and offline (cash, checks, [matching gifts](#))
 - Inspire your Walkers to set an ambitious goal for their personal fundraising
 - Use the [Fundraising Tips](#) resource for yourself and share it with your Walkers
 - Provide Walkers with the [Walker Toolkit](#) and the [Social Media Toolkit](#)
- Encourage your Walkers to [register](#) and raise funds online:
 - It's efficient
 - Funds go to help the cause faster
 - Donors automatically get an emailed receipt (ask your CWS staff member for offline donation receipts if needed)
- Set up a Facebook fundraiser to expand your fundraising reach
- Encourage unique giving
 - Employer [Matching Gifts](#)
 - [QCD/IRA donations](#)
 - [DAF donations](#)
 - [Stock donations](#)
- Utilize the [Donor tracking form](#) to thank those who support you
- Create a Team Challenge (a fun goal or theme to motivate Walkers: dyeing hair a silly color, wearing a rival team's jersey, etc.)
 - When you hit either your fundraising goal or number of Walkers signed up, a corresponding action takes place
 - Create a fun challenge for leadership if the Team exceeds its goal.



6

COLLECT WITH *purpose* AND THANK WITH *heart*

- Collect remaining donations and promptly turn them in to your Walk Treasurer, along with any unused donation envelopes.
- Thank your Walkers and donors on behalf of CWS and the neighbors they're helping around the world.
 - [Social Media Thank You Graphics](#)
 - Share a [CWS Story of Change](#) to show how your funds make a real difference
- Once all funds are submitted, your Walk Coordinator or Treasurer will be able to share the final amount raised and how those dollars will support communities around the globe.
- Update your congregation or group on the impact they've made, globally and locally, and invite them to be part of the Walk again next year!



ADDITIONAL *resources*

- [Sample Announcements](#)
- [Impact Sheet](#)
- [Email Template](#)
- [Social Media Graphics and Videos](#)
- [Team Captain Calling Campaign](#)