Tips for Beginning and Ending your Walk

Careful attention to how your CROP Hunger Walk begins and ends can add energy and enthusiasm to your event, and ensure folks will want to walk again next year.

Basic Tips
- Be brief – suggested time for an opening program: 5 - 10 minutes
- Be festive – invite a high school pep band or an international music group to perform
- Be playful—invite a high school cheer group or the mascot and cheerleaders from a local sports team to provide some cheering and excitement
- Be grateful – thank everyone for walking and raising money - at the beginning and end of the Walk
- Be flexible – each year is different, weather can change, be ready with back-up plans
- Set the stage – decorate the staging area with CROP Hunger Walk posters, maps and photos
- Promote participatory learning - invite local agencies to staff a table and/or develop an interactive activity to engage people as they assemble and register
- Make sure the registration process is simple, easy, and clearly marked
- Build community - Provide snacks, take group photos for use on your website and social media, have children's activities

Suggested Start of the Walk
- Have the MC introduce themselves (consider a local celebrity or VIP for your MC) and others participating in the program
- Thank everyone for coming, review necessary logistics, safety tips
- Have a roll call of participating teams
- Introduce the representatives from the local agencies receiving money from the Walk
- Share an impact story using CWS Stories of Change (*www.cwsglobal.org/stories*)
- If present, invite the CWS staff person to share a story
- Invocation or prayer by a local faith leader
- Establish a starting line
- Ribbon cutting by a VIP
- Start walking

Suggested End of the Walk
- Establish a clear finish line
- Welcome returning Walkers with music - live or recorded
- Invite Walkers to cheer on other Walkers as they arrive
- Provide a place for Walkers to write their reflections from the Walk - on a banner or easel
- Provide light snacks and water