



Getting Started Event Coordinator

Thank you for leading the effort to end hunger! Every community, every CROP Hunger Walk is unique and yet they all have one thing in common: good leaders who work together to form a strong team to raise funds to help neighbors near and far get the meals they need today and sustainable food security for tomorrow. Use this overview to guide you as you plan for a successful event. For specific resources, visit resources.crophungerwalk.org.

1. Build a team.

Enlist four to six people for your Walk committee, representing congregations and groups that reflect the ethnic and racial diversity of your community. Recruit people with specific skill sets to enhance your team. Review the roles needed to make your Walk successful on the back side of this sheet. See "Planning Team Job Descriptions" for detailed responsibilities. Complete the CROP Hunger Walk committee roster form (crophungerwalk.org/forms).

2. Set goals and dates.

Successful fundraising involves setting and communicating fundraising and participation goals for the Walk and Walk Teams. Once your goals are established, set dates/times for the Walk, planning meetings, Team Captain's orientation and a post-Walk evaluation meeting.

3. Engage Team Captains from each congregation and community group.

Team Captains are the cheerleaders of your Walk. Do not underestimate the importance of this role. They help recruit walkers, encourage fundraising, communicate Walk goals and details.

4. Consider helping a local hunger agency through your Walk.

You can help local hunger agencies with a CROP Hunger Walk grant.* Fill out the grant application online for support of a local hunger agency. Contact the agencies you are supporting to determine how they will help you promote the Walk. * Combined local grants cannot exceed 25 percent of your Walk's total income.

5. Consider Walk safety issues.

Working with your Logistics & Safety Leader, determine the Walk route and who needs to be notified about the route (e.g., local authorities, police, city hall, etc.). Consider a shorter route for those unable to walk longer distances.

6. Use Social Media to promote your Walk and engage with fundraisers and supporters.

Using social media is an effective way to communicate important information about your walk, promote online fundraising, generate enthusiasm, build community, expand scope, and increase funds raised.

7. Find business and community sponsors.

Business and community sponsors can provide matching grants for employee walkers and donors; underwrite publicity and promotional materials; provide in-kind donations.

8. Get ready for Walk day.

Plan a pre-walk program, highlighting the community's efforts to overcome hunger locally and globally. Set up an efficient registration process. Ask local media to publicize the Walk prior to Walk Day and to provide on-site coverage of the event itself. The Education Leader can focus on ways to make your Walk educational and help connect the mission of CWS to your Walk experience.

9. After the Walk – evaluate and celebrate!

Thank key people for their time and effort. Hold an evaluation meeting to share the results of your Walk and to discuss what worked, what did not and ideas for the next Walk.

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Key Roles to make a successful event:

Coordinator

You're the spark . . . the decision-maker!

- Set all meeting dates
- Convene the organizing team
- Communicate with your Church World Service fundraising coach
- Set up walk website
- Encourage your team to innovate and be creative

You keep your team on track!

Other Team Members

Business/Community Sponsorship Leader

Your business is to get businesses involved!

- Contact local corporations and businesses to sponsor your Walk with cash and in-kind donations
- Ask business leaders to join the planning team
- Encourage participation by teams of Walkers from businesses
- Raise awareness of matching gift opportunities

You expand the Walk's reach into the larger community.

Education Leader

You help people understand the need - and the difference they can make!

- Provide a mission moment during each planning team meeting
- Make Walk Day an experience— planning hunger and poverty simulations and awareness-building activities for Walkers
- Help Team Captains understand how to use the educational tools available to them
- Help recruiters and Walkers find ways to advocate for the hungry—write a letter to the newspaper, participate in a CWS Advocacy action learn more and pass your knowledge on to others.

Logistics & Safety Leader

Walker safety is your top priority!

- Plan the Walk route and Walk Day logistics
- Work with the city for permits, etc.
- Arrange for water stops
- Put up and take down all route markers
- Coordinate the registration process

Your work is all about Walk Day!

Online Promotion Leader

You oversee all social media-based outreach and online fundraising!

- Maintain social media accounts for the Walk, post regularly
- Provide regular updates for the local website, particularly in months around Walk Day
- Help Walk leaders to register teams online at crophungerwalk.org, encourage use of Facebook fundraising integration

You utilize technology to have a greater impact.

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Key Roles continued:

Publicity Leader

You spread the news!

- Make contacts with all local media
- Arrange radio and TV public service announcements
- Prepare news releases (CWS has samples)
- Put up posters and plan other promotional ideas
- Get local media to cover your event

Check out our website for publicity tools: resources.crophungerwalk.org/publicity

Recruitment Leader

You find the people who will recruit Team Captains and Walkers!

- Identify and contact walking groups from all areas of the community
- Plan the Team Captain's orientation along with the Education Leader to have a meaningful program
- Encourage Walk Teams with tips and techniques for fundraising
- Make a report with contact names and info for each team

Personal contact is the key to your success!

Treasurer

You take care of all the money!

- Instruct Team Captains on how to handle donations and envelopes
- Remit all funds and required documents to CWS
- Report to the Planning Team, CWS and participating groups

Good record keeping is the key to a successful Walk!

Contact your CWS fundraising coach or call 888-CWS-CROP (888-297-2767)