Getting Started – Event Coordinator

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. More Resources at *www.crophungerwalk.org*

1. Build a Planning Team
Enlist four to six people for your Walk Planning Team, representing congregations and groups that reflect the ethnic and racial diversity of your community. Recruit people with specific skill sets to enhance your team.

2. Set Dates and Goals
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 Rally and a post-Walk evaluation meeting.

3. Engage Congregations and Community Groups
Encourage as many Teams as possible. Each Team will have a Team Captains, who is vital to the success of the Walk. Do not underestimate the importance of this role. They help recruit Walkers, encourage fundraising, communicate Walk goals and details.

4. Involve Local Hunger Agencies
You can choose local hunger agencies to receive money from the Walk. Complete the online grant application. Contact the agencies you are supporting to determine how they will help you promote the Walk. Combined local grants cannot exceed 25% of your Walk's total income.

5. Consider Walk Safety
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. A Logistics and Safety committee member can assist in this.

6. Use social media to promote the 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. Solicit Business and Community Sponsors
Business and community sponsors can provide matching grants for employees who Walk; underwrite publicity and promotional materials; provide in-kind donations.

8. Prepare for Walk Day
Plan a Walk Day program, highlighting efforts to overcome hunger locally and globally. Set 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 everyone 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.

Walk Planning Timeline

The CROP Hunger Walk is a meaningful way to ensure everyone has food, voice, and a safe place to call home. This community-wide interfaith event will include people of all ages walking to end hunger around the block and around the world.

With intentional planning and sticking to the Walk planning timeline, you will make sure your Walk fundraising pages are live, information is correct, materials arrive on time, and the Walk Treasurer has everything necessary for the donations coming in.

6 months prior to your Walk

- Confirm the date of the Walk and update Event Coordinator information with your Community Engagement Specialist.
- Hold first Planning Team meeting for the Walk and set future meeting schedule.
- Set goals for amount raised and number of Walkers expected.
- Confirm local hunger agency information and percentages. If adding new agencies, complete the Local Agency Application.

4 months prior to your Walk

- Order Walk materials using Material Order Form.
- Update Walk website details (time, location, length, contact person, Team Captain Rally information and narrative). Website Information Submission form.
- Request for proof of insurance (if city requires) by submitting Insurance Request Form.

3 months prior to your Walk

- Confirm Treasurer's contact information and share with your Community Engagement Specialist.
- Complete the Committee Roster.
- Create a plan for business sponsorships/participation – Business Toolkit.

1 month prior to your Walk

- Promote your Walk with announcements and a press release. Promote Your Walk
- Create a plan for using the Walker Evaluation.

1 month after your Walk

- Walk Treasurer remits all donations to the CWS Elkhart office.
- Submit final Treasurer report.
- Create and retain a list of Team Captains and contact information for next Walk.
- Host Planning Team meeting to evaluate the Walk and set a date for the next Walk.

To complete actions and forms, please visit the Walk Leader's Portal:
http://resources.crophungerwalk.org/portal

Business Sponsorship Leader

You are the key to engaging the business community. Local businesses can be great allies in enhancing and magnifying the impact of your Walk. They are often looking for ways to contribute to their community and the Walk is a great opportunity! Visit *www.resources.crophungerwalk.org* for resources to help you in this role.

Responsibilities:

- Identify possible business sponsors in the community
- Prepare a letter outlining your request (samples/templates are available)
- Prepare a short flier highlighting sponsorship benefits/levels.
- Thank and recognize sponsors during and after the walk

Key Benefit for Requesting Business Sponsorships:
Sponsorship funds offer Walks an opportunity to enhance the event. Unlike walker donations, in which 100% goes to the hunger fighting programs, sponsorship funds can be used to pay for the extras (e.g., t-shirts, permits, special advertising, printing, and other logistics). Additionally, if more sponsorship money is collected than needed for logistics, the funds can be used toward the total funds raised for your Walk.

Identify Potential Sponsors:

- Begin with businesses where you or other members of the Walk committee have a personal connection (e.g., banks, grocery stores, funeral homes, florists, dentist, insurance agent, etc.).
- Identify business managers and civic clubs members (Lions, Kiwanis, Rotary, etc.) in participating congregations/organizations.
- Businesses along the walk route or new businesses in the community are good prospects.
- Approach the local Chamber of Commerce for their support.
- Ask businesses for in-kind gifts including refreshments for the Walk and/or funds for a key expense such as a large banner or outdoor sign.
- Approach congregations for sponsorships. Congregations may provide a sponsorship from mission funds. Recognizing these congregations as official sponsors helps to highlight their commitment to mission and to the success of the walk.

Note: Also ask businesses to encourage their employees to walk in the event (individually or as a team) and to match their employees' gifts.

Handling the Sponsorship Funds:
Contact your CWS fundraising coach to help you identify a local source for depositing the funds or setting up a CWS "Friends of CROP" account for depositing checks and paying invoices.

Thank Your Sponsors:
Remember to thank your sponsors: announce them during your pre-walk program; add them to your Walk t-shirt; highlight them on your Walk website; add them to posters; post their participation on social media; add them to an after-walk "thank you" ad in the local newspaper; or send them a certificate with a sample of any materials that highlighted them as a sponsor.

Education Leader

You reinforce the reason for the CROP Hunger Walk. Your task is to transform the preparation for the Walk and the Walk itself into opportunities for learning about the reality and effects of hunger. Your efforts will educate your community about these important issues and further motivate Team Captains and Walkers raise more funds for people in need. Visit *www.resources.crophungerwalk.org* to review education materials.

Find activities that will:

- Engage children, youth groups, and school groups.
- Explain what world hunger looks like in tangible terms and how CWS is responding.
- Provide substance for presentations, forums, and faith services.

Educate Team Captains at the Orientation

- Introduce education and worship resources to Team Captains.
- Lead an educational activity or prayer to show them how they could use them in their congregation or their organization.
- Invite a guest speaker to share the effects of hunger and poverty. It could be a refugee, immigrant, CWS staff or a panel of people.

Educate Walkers on Walk Day

- Consider using a theme about poverty or hunger.
- Rest stops along the Walk route can be used for displays tied to stories, images of CWS work, facts and quotes about hunger, and fun activities related to hunger and poverty.
- Invite musicians or dancers from different ethnic groups to perform.
- Invite local agencies to share simple interactive demonstrations of how CROP Hunger Walk funds support their hunger-fighting work.
- Enlist the support of teachers, religious leaders, scout leaders, Key Club members, Sororities, Fraternities, and other service organizations to educate and advocate about hunger in connection with the Walk.
- Contact the Service Learning Coordinator at local schools and colleges to share ways students can be involved in the Walk.

CROP Hunger Walk Education Resources: *https://resources.crophungerwalk.org/resources/educate-others/*
CWS Stories of Change: *https://cwsglobal.org/stories/*

Logistics and Safety Leader

You are an important part of the Planning Team to ensure Walkers have a fun and safe experience.

Prior to Walk Day

- Plan the Walk route
  - Map out the Walk route with safety issues as a top priority.
  - Decide on a registration site for Walk Day with indoor options and ample parking.
  - Arrange for a PA system and stage for Walk announcements.
  - Arrange for educational displays and activities.
  - Designate an alternative end point for seniors and families with small children for a shorter route.
  - Set up and distribute route markers, caution signs, and safety vests for volunteers.
  - Recruit volunteers to mark the Walk route and assist with registration.
- Acquire Permits, Insurance and Police Assistance if needed
  - Clear proposed Walk route(s) with local authorities and request necessary permits from city officials.
  - Contact CWS for an insurance certificate, if needed (*https://cws.tfaforms.net/437349*).
  - Request police assistance as the Walk begins and at dangerous intersections.
- Arrange Rest Stops, Refreshments and Volunteers
  - Plan for rest stops along the entire Walk route to provide water and restroom facilities. Provide trash receptables at rest stops and refreshments.
  - Coordinate volunteers for all rest stops.
  - Secure van drivers and ask several people with cell phones to coordinate in patrolling the Walk route and monitoring Walkers taking more time.
  - Know where the nearest medical/emergency facility is in case of emergency.
- Brief Team Captains at their Orientation meeting
  - Share Walk route map and discuss the pre- and post- Walk activities planned.
  - Remind them that for safety reasons, no recreational vehicles are allowed (bicycles, roller skates, rollerblades, skateboards). Wagons to pull youngsters, strollers and wheelchairs are welcome.

Walk Day

- Provide Walk route maps and instructions for Walkers.
- Distribute a contact list to Walk organizers to be used for coordination and emergencies.
- Arrange for tables and chairs to use for registration, t-shirt distribution, and other onsite activities.
- Set up refreshments before and/or after the Walk.
- Set up registration tables.
- Create a festive atmosphere – photo booth, music, games, displays, banners, CROP stickers to identify all Walkers, etc.
- Remove all Walk route markers and signage at the end of the Walk.
- At registration, make sure all Walkers sign in. Send all sign in data to CWS after the walk.

Online Promotion Leader

You are the multiplier, enabling your CROP Hunger Walk to go digital. By motivating Walkers to use social media and our online fundraising tools, you are empowering your Walk to attract more participants and raise significantly more funds to help people in need.

Responsibilities

- Register online for your Walk page and become an expert.
- Encourage online fundraising for everyone.
- Use social media to spread the word about the impact of the Walk.
- Update your Walk page.

Sign Up Online Yourself

- Find your Walk page online and register as an individual.
- Customize your page and learn all the settings. Begin fundraising.
- Work with a committee member or Team Captain to set up a Team page (using his/her email). Become familiar with the differences.

Update Your Walk Page

- Customize your Walk's page. Submit your information and photos at *https://resources.crophungerwalk.org/update-walk-webpage/*
- Give the Walk's basic information to all congregations to put on their website and post the information on your community online event listings.
- Share the direct URL with other Walk coordinators and recruiters (e.g. *crophungerwalk.org/newyorkny*).

Encourage Online Fundraising

- Go to *www.crophungerwalk.org* and become familiar with its functions.
- Assist the Walk committee in registering online during one of your planning meetings. Take them through the functions of managing their page. Encourage them to email friends and family for support.
- At the Team Captain's orientation, set up a table with a laptop/tablet to help Team Captains set up Team pages for each of their participating congregations/organizations.
- Email your Team Captains at least one month before the Walk to remind their Team members to register online and email their family and friends for donations.

Be a Leader on Social Media

- Post information, pictures, and videos to your Walk's Facebook page. The more you post, the more traction you will have! You can get ideas and share posts from the national CROP Hunger Walk page (*facebook.com/crophungerwalk*) Or find your own share social memes to share at *www.crophungerwalk.org/memes*.
- At the Team Captain's orientation, remind Team Captains and Walkers to post a link of their personal donation page on Facebook. They can also 'Like' the main CROP Hunger Walk Facebook page and share posts to generate support.
- In addition to Facebook, you can promote on Twitter and Instagram to get more reach.

Check out the Social Media Toolkit: *https://resources.crophungerwalk.org/resource/social-media-toolkit/*

Publicity Leader

You are the voice of the CROP Hunger Walk. Your task is to get the word out about your Walk to the local community in as many ways as possible.

Responsibilities:

- Contact local media with information about the Walk.
- Promote the Walk in your town/city and online in conjunction with your Online Promotion Leader.
- Share Walk details with your community.
- Coordinate media coverage opportunities.

Contact Local Media:

- Create a list of all local media (print, radio, TV, community websites/online calendars, etc.).
- Send news releases to media outlets with details about the walk. (Sample press releases are available at *www.resources.crophungerwalk.org*).
- Send a news release to congregational newsletters, community organizations and online calendars.
- Approaching a local radio or TV station as a sponsor or ask a broadcast personality to emcee the event.

Share Walk Details with Your Community:

- Customize Walk posters with key details (date, time, location, website).
- Ask congregations/organizations and local businesses to hang posters in visible places. Request they promote the Walk on their signboards.
- Set up a table at local farmer's markets and community events/festivals to promote the Walk.
- Coordinate with your Online Promotion Leader to add posts to social media. Use social media graphics throughout the year to keep the message going (*www.resources.crophungerwalk.org*).

Coordinate Media Coverage:

- Enlist a volunteer photographer for your Walk. Photos can be shared online and used in future promotions.
- Have a Fact Sheet available for the reporters who come out to cover the event.
- Before the event, enlist Walkers and volunteers who might be willing to be interviewed by the media. Direct reporters to them during the event.

Follow up Ideas after the Event:

- Write a letter to the editor thanking everyone for their participation. Include number of Walkers, amount raised, human interest stories, etc.
- Consider a "Thank You" ad in a local paper and social media posts listing teams and sponsors.

Team Recruitment Leader

Recruitment is the key to the success of your CROP Hunger Walk. The more Walk teams you have, the more Walkers you have, then the greater amount of funds raised to assist hungry people.

Responsibilities:

- Identify Team Captains for each participating congregation/organization.
- Prepare and help lead a Team Captain orientation/rally 6-8 weeks prior to the walk.
- Stay in touch with Team Captains to assist as needed.
- After the walk thank Team Captains for their efforts.

The Power of One!

If YOU engage: 10 congregations/organizations who each recruit 20 Walkers who raise an average of $150 that means $30,000 for your CROP Hunger Walk, with up to $7,500 for your local hunger agencies!

Find Walk Teams/Team Captains:

- Begin by inviting congregations from your community that are CWS covenant member denominations. (A list of member denominations is found at *www.cwsglobal.org*). Also, invite local ecumenical or interfaith groups.
- Encourage larger congregations to have more than one Team – one for youth, Sunday school classes, etc.
- Identify & contact other potential Teams: Civic groups (Kiwanis, Rotary, 4-H), businesses, schools/colleges,
- Keep a comprehensive list of Team Captain names/emails/phone numbers. Follow up phone calls are best to gauge interest and recruit new teams.

Train the Team Captains:

- Plan a Team Captain Orientation 6 -8 weeks prior to Walk Day to give out Walk materials, recruitment & fundraising ideas, and inspirational impact stories.
- Show a video or share a story (*www.resources.crophungerwalk.org*).
- Help Team Captains register their Team online. Consider bringing a laptop and do this registration during the orientation.
- Keep the session short and fun. Ask your CWS fundraising coach for some ideas.

Preparations for Team Captain Orientation:

- Set out all materials. Decide how you will explain materials (Walker envelopes, posters, bulletin inserts, stickers, balloons, etc.).
- Encourage Team Captains to visit *www.resourcees.crophungerwalk.org* to download any additional resources needed. (Team Captain guide, donor tracking forms, education activities, etc.)
- Decide meeting format. Plan to cover key information such as: Registration and start times; Walk route and safety precautions; ideas for recruiting walkers & fundraising; how to use the donation envelopes; deadlines for collecting and turning in money; online and social media fundraising
- Set up displays of CWS projects and local agencies benefiting from the event.

Thank Your Teams:

- After the Walk, thank your Team Captains for all they've done to help hungry people locally and around the world.
- Give each Team Captain a certificate of appreciation for their congregation/group.
- Consider a recognition gathering or luncheon.
- Work with Online Promotion Leader to thank Teams Captains on social media.

Treasurer

You are a vital planning team member tasked with collecting money, keeping an accurate accounting of donations and making sure funds are sent to CWS. Visit *www.resources.crophungerwalk.org/resources/treasurers/* for more Treasurer Resources.

Develop a Plan for Collection of Walk Funds

- Work with your Walk committee to create a plan to collect donations including setting a deadline to collect funds. (Ask your CWS fundraising coach for a sample plan)
- Communicate the plan and Treasurer's instructions to Team Captains.
- Review the content and instructions in your Treasurer's Packet you receive one month prior to your walk.
- Recruit up to two volunteers to assist on the day you collect funds. They will help record the envelopes you receive.

Provide clear instructions for Team Captains.

- Share your contact information with Team Captains so they know how to get donations to you. Include your contact information on Team Captains' packets.
- Provide Team Captains with instructions on the collection process, including deadline for collecting funds.
- Remind Team Captains that Walkers can double the money they raise by requesting matching gifts from their employers.

Collect Walk funds.

- Discourage bringing funds to the Walk but be prepared to accept funds at the Walk in a safe and secure manner.
- After the Walk, contact all Team Captains to urge prompt collection of donation envelopes from their Walkers.
- Send completed matching gift forms from Walkers to CWS along with the CROP Hunger Walk funds. Include the Walk name and location on the form.

Remit all funds to CWS.

- Examine all checks to be sure they are signed, dated and the numeric and written amounts agree.
- Stamp all checks using the "Deposit only CWS/CROP" stamp. If you don't have a stamp, instructions are in the Treasurer Packet on how to request one.
- Please do NOT send cash through the mail. Convert all cash to a check or money order. Indicate "CROP Hunger Walk Cash" in the memo line.
- Use the GOLD remittance envelopes provided in your Treasurer's Packet to send funds to CWS. Please do NOT wait to send in all funds. If you need more GOLD envelopes, send an email to *forms@cwsglobal.org*. Fill out the postcard provided in the Treasurer's Packet and return it with Walk funds to receive an acknowledgement that your remittance envelope was received.
- Email *webwalk@crophungerwalk.org* to request an online donation report to include with your Treasurer Report.
- After all donations are received, send your completed Treasurer's Report and used donation envelopes in the WHITE envelope to CWS. You may email your Treasurer's Report to *forms@cwsglobal.org*