

# walk committee

## Recruitment Leader



Recruitment is the key to the success of your CROP Hunger Walk. The more Walkers you have, the greater the amount of funds raised to assist hungry people. You are looking for energetic people who are good communicators and passionate about the issue of hunger.

Visit [resources.crophungerwalk.org](http://resources.crophungerwalk.org) for materials that can help you in this role.

## RESPONSIBILITIES

- *Identify recruiters in each participating congregation/organization.*
- *Prepare and help lead a recruiter rally 6-8 weeks prior to the Walk.*
- *Stay in touch with recruiters to assist as needed.*
- *After the Walk, thank and affirm recruiters for their efforts that have helped hungry people around the world.*

## The power of one!

If YOU engage:

**10** churches/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 Recruiters

- Ask local businesses to sponsor a CROP Hunger Walk ad in your newspaper.
- Start your search as soon as you know the Walk date.
- Begin by inviting congregations from CWS member denominations to join the CROP Hunger Walk. For a list of member denominations, visit [cwsglobal.org](http://cwsglobal.org). Also, get possible names from faith leaders at local ecumenical or interfaith meetings.

- After the initial invitation, personal phone calls are the key to finding the right person for the job. Make sure they know how important their support is to the success of the CROP Hunger Walk. Email is an easy way to stay in touch with recruiters.
- Encourage each recruiter to set fundraising and participation goals for their organization.
- Suggest that recruiters in larger congregations enlist additional recruiters – one for the choir, one for the youth group, etc.
- Don't forget the schools! CROP Hunger Walks make excellent Service Learning opportunities. Contact the Service Learning Coordinator at local schools or colleges about ways their students can be involved in the Walk: walking and getting sponsors; serving on the Walk leadership team; assisting with recruitment, promotion, or Walk logistics (posting Walk route signs, staffing rest stop tables, or cleaning up after the Walk).
- Encourage planning team members and recruiters to also form teams from their other areas of life - neighborhood, exercise group, book club, circle of friends.
- If your community has potential for more than 10 congregations/organizations, consider organizing a recruitment team. Each person could be responsible for a denomination, a geographical area, schools, or some other segment of your community.
- Keep a comprehensive list of recruiter names/emails/phones and affiliated organizations.

## Train Recruiters

- Plan a recruiter rally 6-8 weeks prior to Walk Day. A well-attended and well-run recruiter's rally is one of the keys to a successful CROP Hunger Walk. So,

stress the importance of all recruiters attending to receive their materials and learn how to use them, and to be inspired about their impact through CWS and local hunger agencies.

- Show a video ([crophungerwalk.org/videos](http://crophungerwalk.org/videos)) or share a story from [crophungerwalk.org/impact](http://crophungerwalk.org/impact).
- Send each recruiter a written invitation, and remind them by phone and e-mail.
- Keep the session short and fun. Share lots of ideas for signing up walkers – ask your CWS staff member for some ideas. Allow time for sharing among the group.
- Contact any recruiters who could not attend. Try to meet with them face-to-face to do some training and sharing of ideas and information.
- Encourage recruiters to register a team for their church/group online. If possible, bring a laptop and do this during the recruiter rally. Make sure they have the direct URL to your Walk page.

## Stay in Touch

Check in by phone and/or e-mail with the recruiters weekly. Be available to answer their questions throughout this time. Make sure they have all the materials they need to help them involve more Walkers.

## Recruiter Rally

### Tasks Before the Meeting

- Open boxes of materials when they arrive and verify needed quantity of materials.
- Prepare the Recruiter's Packets for all who will attend.
  - Fill in the appropriate blanks on the front of the packet.
  - Insert into each Recruiter's Packet: 10 walker envelopes, two posters, a sample bulletin insert, walker partner card, stickers, balloons, a local walk info sheet and any other materials you want the recruiter to have.
  - Print any additional resources needed from the website, such as a Recruiter Guide for any new recruiters, donor tracking forms, education activities, etc.
- Decide if you want a formal agenda. Some Walks do more of an "open house" for experienced recruiters.
- Arrange to show one of the Walk videos available online streaming, download or DVD. Visit: [crophungerwalk.org/videos](http://crophungerwalk.org/videos).
- Prepare snacks, drinks – but keep it simple, if you choose to do this.
- Set up displays of CWS projects and local agencies benefiting from the event.
- Lay out materials to be distributed.
- Have someone available to help set up online fundraising pages.

### Agenda

- Welcome/introductions: Thank them for their support of hungry people around the world.
- Open with brief prayer or reflection.
- Program: Walk video and/or speaker – consider inviting a CWS speaker.
- Logistics: overview of the route, review of safety precautions.
- Details of recruiter's responsibilities and the contents of the Recruiter's Packet.
- How to use education and publicity materials.
- Techniques for building and inspiring a team.
- How to use the donation envelope.
- How to register and solicit sponsors.
- Process of day of the Walk.
- Collection process after the Walk.
- Dates and deadlines.
- Answer questions.
- Sign out the materials.

## **Thank Your Recruiters**

After the Walk, thank your recruiters for all they've done to help hungry people around the world. Encourage your treasurer to get Walk results to recruiters and participating groups promptly so they can report back to their congregations.

- Invite recruiters to a meeting where they can share their successes.
- Give each recruiter a certificate of appreciation for their church or organization.
- Work with walk treasurer to get results by participating group; share these results with your recruiters.
- Keep names and contact information of recruiters so to build a large list of leaders. Stay in touch throughout with them the year.
- Invite them to be a recruiter again for the next Walk or join the Walk committee.