



## March 17, 2020 Update

As important as we know the CROP Hunger Walk family (and the people we serve) is to you, now is a time that we all must take care of our families in our homes. Our parents, our children, our sisters and brothers. As COVID-19 upends our day-to-day routines and literally separates us, may we be reminded that you and I can still lift each other up and comfort each other, whatever the distance. That's what people like us do!

You can be assured that the work of the CWS and our local hunger agencies will go on. That's because our community is made up of people like you. We know that you are committed to CWS's mission, no matter what. In good times and bad, we know you're with us. That's what makes you special.

We also know you continue in your commitment to stand up for the poor, the forgotten, those left behind. **Our Spring CROP Hunger Walks raised \$1.5million last year.** Knowing this, many of you are trying to figure out ways your CROP Hunger Walk can continue to raise funds to provide permanent solutions to hunger, poverty, displacement and disaster. Thank you.

It is urgent that we find new ways to engage Walk communities to continue giving to their CROP Hunger Walks this year. - BUT in ways that protect all of you. Therefore:

- **CWS strongly urges that ALL Spring CROP Hunger Walks MODIFY their events to be VIRTUAL.**
  
- Please modify all in-person planning team meetings and instead gather virtually to plan for the spring and fall walks.
  
- Please transform all in-person Team Captain Rallies and Packet-pickups. It is smarter to arrange drop in pick-ups or encourage the download of materials from the website.

## MODIFICATION SUGGESTIONS:

For all of the suggestions below, you should continue to raise funds as usual – online at [www.crophungerwalk.org](http://www.crophungerwalk.org) or have checks mailed to the CROP home office at PO Box 968, Elkhart, IN 46515 (write the name of the walk and walker on the memo line - *Tips for collecting checks listed below*)

**Completely Virtual Walk** - All Walk same day/time but on your own. **“Walk together apart”** Choose a specific date and time to Walk (maybe it is your already scheduled Walk day and time). Then at that time, plan to Walk on your own or with your immediate family. Choose a



parking lot, from room to room in your house, around the block or at a city park. As you walk text, call or video chat with other friends walking at the same time you are. Continue to Walk in solidarity for those near and far.

**Micro Walks** – Encourage each Team Captain to gather in groups of five or less at an outdoor location on Walk day (or any convenient day) to open with a prayer for the vulnerable and then enjoy fellowship (**while maintaining six feet apart!**) as you Walk through an outdoor location. With schools, churches and businesses closing, getting outside and walking is also a great way to mitigate the effects of social isolation.

**Spirit Walkers** - Ask participants to pray/meditate each day leading up to Walk Day for those impacted by COVID19 and all those who benefit from the CROP Hunger Walk and then set aside a time on Walk Day for everyone to be in quiet reflection for all those in need. You can update your walk page with suggested prayers or litanies – or send out an email each day to your Spirit Walkers with prayer suggestions.

**Facebook Live/Streaming Walks** - Go “live” on Facebook when you choose to Walk (this can be combined with a number of these others) to let your friends know you’re walking for our most vulnerable neighbors near and far! First open your Facebook app, click as though you’re creating a new post, and then on the options scroll down and click “Live Video.” When you’re ready to start recording click “Start Live Video” and a countdown will begin! Try doing one longer video as opposed to multiple shorter videos to help the video reach more people! You can similarly go “live” on Instagram by simply opening the story feature and swiping over to the “LIVE” option! Be sure to let people know how they can donate too so we can raise the vital funds needed to help our neighbors near and far (so you’ll want to set-up your fundraising page at [crophungerwalk.org](http://crophungerwalk.org) and/or a personal Facebook fundraiser- instructions below on how to do this).

**Facebook Tag Challenge WALK** - Have your teams (or individual walkers) video themselves talking about why they participate in the CROP Hunger Walk and why it is important to them. Post videos (do Facebook Live for the easiest way) on social media using #EndHungerNow and #VirtualCROPHungerWalk. Remember to wear any CROP gear! In the video, verbally challenge others to join you in donating and raising funds. Make sure to tag your friends and potential donors in the post text and include your personal/team fundraising page link. Post and repost until you reach your fundraising goal.

**Facebook Fundraiser Walk** - Set-up your Facebook fundraiser by going to the [CWS Facebook page](#). Click “Create Fundraiser” and then Facebook will walk you through setting up the fundraiser from there. Set the fundraiser date to be the same as your originally planned Walk Date and be sure to include your walk name (including state) in the Fundraiser’s title so your Walk gets credit when Elkhart receives the check from Facebook (it usually happens a month after the fundraiser ends). Invite friends to donate, include donation recommendation amounts and share it far and wide (and Facebook will also remind people to donate on your behalf so you don’t have to). Want to take it to the next level? You can also get a shareable link to your



fundraiser that you can add to your Instagram bio- then, anytime you Walk- record a brief message on your Instagram story inviting your followers to donate at the link in your bio (don't have Instagram? "Stories" is also a feature on Facebook and you can post to that- or make a Live video for when you Walk). Want credit for your fundraiser on your webpage? Log-in to your crophungerwalk.org page, click the "reports" tab and then click the blue button just under the tabs "+ ADD OFFLINE DONATION." In the "message" field, type "Facebook Fundraiser" and select "Pledge" as the donation type (make this simple by waiting until your Facebook Fundraiser has ended- the date you select as the final donation date- to make sure you don't have to do this more than once).

**If you have other ideas, please send them along and we will share!**

**Tips for how to collect checks & cash for a virtual walk:**

- Identify a site for dropping off cash & checks. If using a congregation, nonprofit, or other organization, post the days and hours available and give a deadline for donations to be received. (The challenge: Many congregations may have suspended usual hours of operation or closed their offices completely.)
- If no location drop-off is possible, walkers should give/mail their donations to their Team Captains who will contact the walk Treasurer to make arrangements for mailing in or dropping off the cash & checks. Treasurer contact information should be sent to all Team Captains. (Treasurer contact info could also be posted on the walk website for walkers not affiliated with a team.)
- Cash should not be sent through the mail, so you may need to convert cash into a personal check or money order. If cash is deposited in a personal account, you may want to use a debit card to donate the funds online to your team.
- As a back-up, checks can also be sent directly to CWS (P.O. Box 968, Elkhart, IN 46515.), but make sure the walk event and team name is sent with the money so it can be credited properly. (CWS staff can also give you a pin # for your walk to ensure its credited properly)

**Current CDC guidance on mass gatherings:** <https://www.cdc.gov/coronavirus/2019-ncov/community/large-events/mass-gatherings-ready-for-covid-19.html>

**Current CDC guidance for Older Adults and higher risk populations:** <https://www.cdc.gov/coronavirus/2019-ncov/specific-groups/high-risk-complications.html>

