



Steps to a Virtual CROP Hunger Walk

What is a Virtual CROP Hunger Walk? It might look a little different for each community. Use the Walk date of your regularly scheduled Walk and on that day have everyone walk on their own or with their immediate family. Or you can choose a new Virtual Walk date that works best for your community. Whichever date you choose, encourage everyone to walk every day leading up to the date of the Virtual Walk.

Step One: Decide which Virtual Walk format and date works best for your community.

Step Two: Advertise the date by updating your Walk page to reflect the date(s), as well as any public calendars. [<https://resources.crophungerwalk.org/update-walk-webpage/>] Keep your CWS staff informed as you are making decisions to let them know what you will be doing.

Step Three: Contact Team Captains and Walkers and let them know of the Virtual Walk and modified plans. Reach out by phone, email and updating your Walk's Facebook page.

Step Four: Encourage everyone to register and fundraise online. If Team Captains request donation envelopes, set a pick-up date and time. Make the place easy to access without needing to be in contact with someone – your front porch, their front steps, etc. See *“Raise Funds on Facebook”* to take your fundraising to the next level!

Step Five: Stay in contact with Team Captains leading up to the Virtual Walk – email, text or call regularly. Continue to encourage teams to raise funds online. Try using virtual tools for connecting with your Walk Committee and Team Captains (Google Hangout, Zoom, Skype, Facebook Live etc.)

Step Six: Set up how you will collect cash & checks. Inform Team Captains and Walkers of what they will need to do. (see NEW *“Treasurer Tips”* resource)

Step Seven: Virtual Walk Day. Make it FUN! If you all walk on the same day, start with a virtual group opening. Share this video: <https://www.youtube.com/watch?v=cgxneIjZHyk&feature=youtu.be>. Use *“Prayer in the Time of Pandemic.”* Walk using the NEW *“CROPwick”* signs. Encourage all participants to take lots of pictures and videos and share them online. Use hashtags #CROPwick #endhungernow #fighthunger #VirtualCROPHungerWalk You can find resources on www.crophungerwalk.org.

Step Eight: Collect cash and checks.

Wrap Up: Evaluate what worked well and what could be done differently. Share your learning with your CWS staff person, so other Walks moving to this format can learn from you.

RAISING *animals;* GROWING *communities.*