



Steps to a Virtual Walk

What is a Virtual CROP Hunger Walk?

It will look a little different for each community, but the purpose is the same – register, then walk and raise money for the most vulnerable.

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

Walk alone or with immediate family:

Choose a specific date and time to walk alone or with immediate family. Select where to walk: a parking lot, city park, neighborhood block. Invite family and friends that live in other part of the country to join in raising money and walking! Even if you are not able to walk, “Walk in Spirit” and still raise money.

Walk as a Team or a small group:

Choose a specific date and time to walk in Teams or small groups. Select where to gather and walk: a parking lot, city park or neighborhood block. Contact local city offices for permits and request CWS insurance if necessary. Abide by local, state, and CDC guidelines for health and safety.

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. If team members do not register online, make sure they sign the CWS Waiver and Liability related to Covid-19. Make the place has contact-free easy to access – 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 a plan to 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=cgxnelJZHyk&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.