



## Building Virtual Community

### **Building Community Is Crucial in a Virtual Walk**

Even though your Walk is going virtual this year, it will still be important for participants to feel that sense of community or solidarity during their Walk experience. We're walking together - apart. Participants will be energized – in fact your community may be energized – by feeling that sense of community or solidarity during the Walk. Look for ways to help walkers feel connected to the event as they walk on their own, with family or other small groups.

- T-shirts (are still a good idea!) -- Even if you don't create or purchase new t-shirts this year, encourage walkers to wear a previous year's shirt.
- CROP stickers encourage a sense of community. Order with your materials or check with your CWS representative.
- CROP Signs and CROPwick cut-outs – encourage walkers to carry signs and check out our new mascot, CROPwick, on the Virtual Walk Resources page.
- Plan and create a pre-Walk video and Facebook send-off, then encourage walkers to watch them as they get ready to walk – just as they would do with an in person send-off.
- Post short video clips of CWS projects and local agency programs that walkers can check out while walking. Ask your CWS representative for suggestions.
- Encourage walkers to take Facebook videos and posts about why they are walking.
- Encourage walkers to create fun challenges for their teammates or other CROP participants: Who can: wear the oldest CROP shirt; raise the most money online; get the most “likes” on their Facebook posts. Encourage fundraising competitions - someone has to paint their hair different colors for the walk or wear the jersey of your favorite team – not theirs. It's all in great fun and raising more money for the CROP mission is the goal!
- Walk Planners should ask Team Captains to check in after their Walk to share stories and photos of Walk Day – then share online.
- Use a Facebook Group and ask everyone to join. Participants can post pictures of their Walks in the Group, and people can share message of inspiration and encouragement
- Fill your Walk's online fundraising page with pertinent information and tips for your participants.