



Facebook LIVE

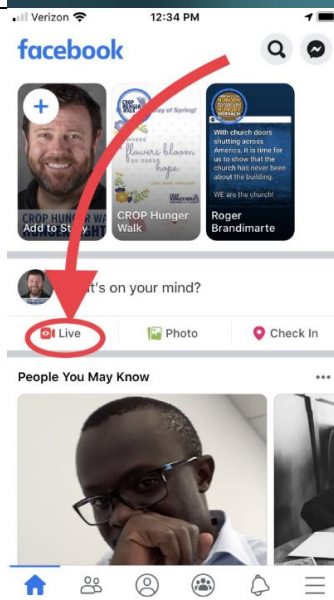
Wondering how you can modify your CROP Hunger Walk and still spread the word about the great work you're doing raising critical funds to end hunger at home and around the world? Facebook Live is a great tool that let's your friends and family join you virtually while you walk to end hunger! All you need is a Facebook account and a smart phone with the Facebook app downloaded and signed into your account.

Here's a handy guide to going Live on Facebook in 5 easy steps:

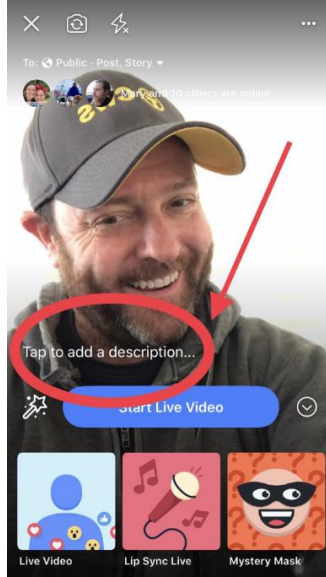
1. Open your Facebook app.



2. Near the top, right under where you see "What's on your mind," click on **Live**.

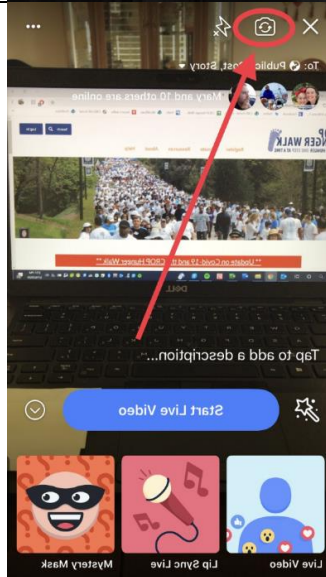


3. Hopefully what you see next is your beautiful, smiling face in a window that looks like this:

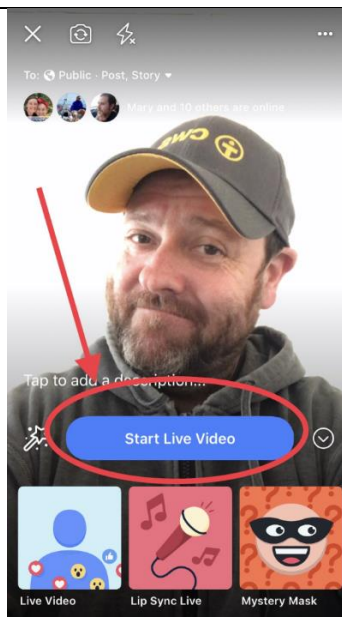


Tap where indicated above to enter a description. Something like, "I'm STILL walking to end hunger! Join me to fight for the most vulnerable and click on this link to donate: [INSERT YOUR PERSONAL CHW FUNDRAISING LINK]."

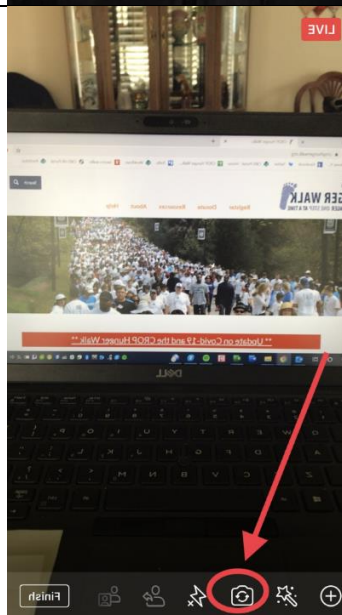
Tap the little icon that sort of looks like a camera and your phone will switch to the front-side camera. You can switch back and forth during your Facebook Live depending on whether you want to show yourself speaking or show what you're looking at.



4. OK! You're ready to go LIVE! Tap the long blue button that says **Start Live Video**. In just a few seconds, Facebook will start your Live broadcast!



The camera icon that switches the camera view is now at the bottom, so you can switch back and forth during your Live broadcast.

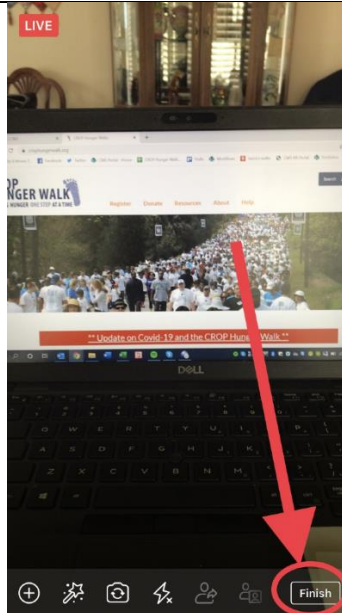


During your Live broadcast, here's a few ideas:

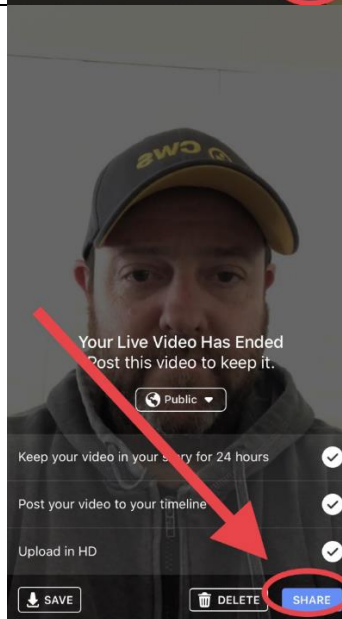
- A. Talk about why you're doing a Facebook Live instead of the large group CROP Hunger Walk. We may be under social distancing guidance but getting outside is important for our physical and mental well-being during this time!
- B. Why are you doing a CROP Hunger Walk? What makes this event and the fundraising so important to you? The world's vulnerable are the hardest hit during any crisis, be it coronavirus, poverty, or food scarcity. Even in this time of emergency, we can still raise critical funds for them!
- C. Invite your viewers to click on your fundraising link in the description so they can donate! This is important – you can use this is a powerful opportunity to continue your fundraising!

- D. During your Live broadcast, you might see your friends' names show up on your screen indicating that they're watching – they may even comment. Engage them! Say hi! Let them know you see their interaction!
- E. Be creative! Have fun! Seeing our friends' smiling faces is also really important during this time!

5. When you're all finished, you're ready to end the broadcast and share your video. On the bottom right you'll see the button for Finish. Click on it.



And lastly, you'll want to Share it to your Timeline by clicking on the Share button.



And that's it! Now your broadcast will appear on your Facebook page and in your Friends' Timelines so they can watch it again and donate to your fundraising page!