



## Go the Second Mile!

### Has your CROP Hunger Walk seen a drop in sponsorship and donations?

#### Invite Walk Teams to *Go the Second Mile!*

- **Set a goal** for your Team, then *Go the Second Mile* to reach that goal.
- **Set a timeframe** of 2-3 weeks to run your *Go the Second Mile* campaign. While observing social distancing guidelines, your Team members can choose a day to walk and ask folks to sponsor them with a donation.
- **Promote** your *Go the Second Mile* campaign through email, social media posts, and your CROP Hunger Walk website.

#### Great ideas to get your team excited to *Go the Second Mile!*

- **Create a visual goal for your Second Mile** – for example \$2,500 provides a Solar Water Purification Pump in Kenya and \$300 provides 50 individual meals for your local Meals on Wheels. Your team's *Go the Second Mile* goal is providing a Solar Water Purification Pump and 50 meals!
- **Emphasize that ANYONE, ANYWHERE can Walk.** Since *Go the Second Mile* is virtual, anyone can join your Team regardless of their location; your children, grandchildren, and friends around the country.
- **Share Walk Updates.** As your Team moves closer to your goal, let everyone know how you're progressing. Celebrate and announce the little victories through email and social media. These should be done frequently to keep your followers engaged.
- **Send thank you notes and encouraging messages** to everyone who donates or signs up to your *Go the Second Mile* team.
- **Create a video** and place it on your Team's website, Facebook, and Instagram page. Be creative and make sure to emphasize the unprecedented need to *Go the Second Mile* this year.

#### After you *Go the Second Mile:*

- **Send a message and post on social media.** You and your team should inform sponsors and donors that you did it! Thank them for helping to achieve your goal; or if you haven't reached your goal yet, let them know how close you are and there's still time to help.
- **Thank everyone** who helped you and your team *Go the Second Mile* by sending handwritten letters or making a phone call to all your donors.