

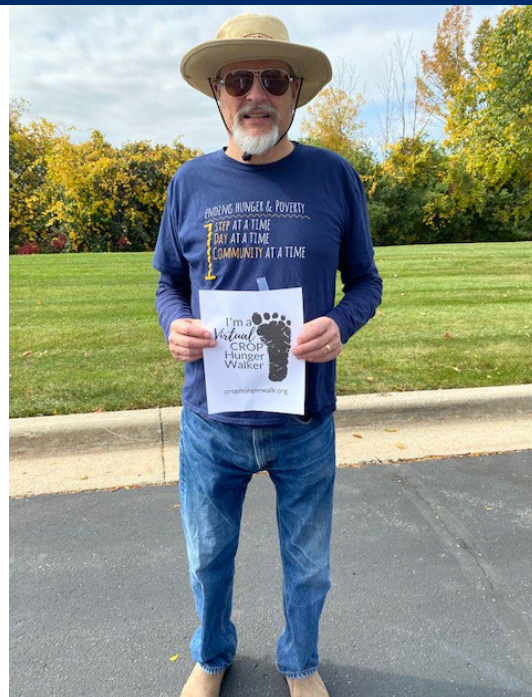


# CROP HUNGER WALK

ENDING HUNGER ONE STEP AT A TIME



## Walker Toolkit







## WHEN YOU WALK, LIVES ARE *transformed*

For over 50 years, CROP Hunger Walks have been empowering communities across the United States to respond to the global challenges of hunger, poverty, access to education, and clean water in the US and around the world. With every step you take, you are transforming communities by ensuring access to nutritious food, giving kids a chance at a good education, increasing availability of clean water for drinking and hygiene. With every step you take, families and communities have the chance to lift themselves out of extreme poverty. We know that your friends and family will be inspired by your care and generosity. You show us that everyday people like yourself are champions in the fight against hunger!







# FUNDRAISE *your way*

If you're worried about fundraising – we've got your back! Just set up your fundraising page, share your story, use your online tools, and you'll be on your way.

And remember, your supporters will be inspired by your efforts to end hunger and poverty.



1 in 4 people globally is food insecure.

2.2 billion people live without access to safe drinking water.

258 million children and youth still do not attend school.

TOGETHER we can create a world where there's #enough4all.



# SHARE *your* STORY

Sharing your story has NEVER been easier. And with the nature of social media, you can do it quickly - in about 1-3 minutes.

Authenticity is key – the appeal of your story comes in it not being highly produced pieces of cinematography, but rather a personal message to your friends. People want to hear from YOU – and most want an opportunity to do good, so this is a great way for you to do both.

## How do I tell my story?

You can tell your story in a variety of ways.

You can prerecord your message using the camera app on your phone, tablet or computer and then post it to any number of social media sites.

You could also tell your story using the Facebook or Instagram LIVE feature. This is a great feature since Facebook will notify your connections for you! Walking with someone else? Then go live together on Instagram! Just start your live video and click “add guest.”

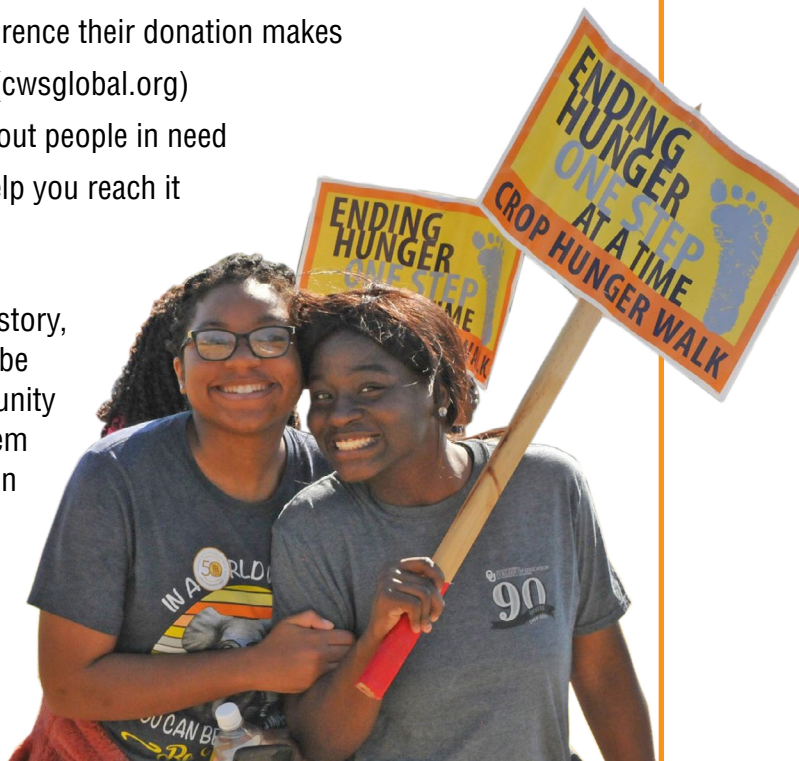
Feeling creative? Get some stats from our resources (1 in 4 people globally are hungry, \$15 can provide chickens in Tanzania, etc) and/or add some graphics – maybe create a TikTok video or Instagram Reel!

## What should I talk about?

Really whatever you want! – but if you want some prompts, you can use these below:

- Why you signed-up for the CROP Hunger Walk
- How people can donate to you and what difference their donation makes
- General information about the work of CWS (cwsglobal.org)
- Statistics about CWS programs or stories about people in need
- Your fundraising goal and how people can help you reach it
- Invite others to sign-up and join you

No matter **HOW** or **WHERE** you decide to tell your story, just be authentic and share from your heart. Don't be afraid to ask – most people love having the opportunity to help those in need and you are simply giving them that opportunity to make a tremendous difference in the lives of vulnerable neighbors near and far!





# TOOLS *and* RESOURCES

Fundraising Tips

Social Media Graphics

Resources to Educate your Supporters & Community

