



**CROP  
HUNGER WALK**   
ENDING HUNGER ONE STEP AT A TIME

*Walk Planning Toolkit*



# YOUR TOOLKIT CONTENTS

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**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. 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!





# ASK FOR *help*

**Use your CWS Community Engagement Specialist!** You have been assigned a staff member as your best resource. They can answer questions, offer suggestions, and will be your best cheerleader. Don't hesitate to reach out to them.

## 8 STEPS TO A *great Walk*

Use these eight steps to ensure a successful event. Be sure to stay in contact with your CWS Community Engagement Specialist throughout the process. **Click each step for more information and access to helpful resources.**





## 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.



## TIMING IS *everything*

How long do you need to plan a successful CROP Hunger Walk? Giving yourself **6 months** allows the planning team to spread out the organizing work. Not every walk needs this much time but use [this timeline](#) as a guide.



# FURTHER RESOURCES

From social media tips to kids activities, sign in sheets to impact reports and apparel to signage, [RESOURCES.CROPHUNGERWALK.ORG](https://resources.crophungerwalk.org) is full of helpful resources for your big event. Not sure where to start? Contact your CWS Community Engagement Specialist today and we will point you in the right direction!





# 1

## BUILD A PLANNING TEAM AND *set a date*

Assembling a great team is one of the key parts of a successful CROP Hunger Walk. Gather people you know will be committed to the mission of the walk—building a world where there is enough for all, one step at a time.

Enlist four to six people who represent congregations and groups that reflect the ethnic, racial, and religious diversity of your community. Recruit people with specific skill sets to enhance your Planning Team. Set up a meeting to discuss the Walk and the committee positions available. At the meeting, decide who will handle critical tasks:

1. Treasurer
2. Business sponsorship leader
3. Recruitment leader
4. Arrangements and logistics leader

*\*Training webinars are available for each of these positions.*

Fill additional roles that can enhance your Walk:

- Online promotion leader
- Publicity leader
- Education leader

You can download a list with descriptions of these key roles that the most successful walks use by clicking here: [Job Descriptions Booklet](#)

### KEY *actions*

**Once you and your team have determined a date for your CROP Hunger Walk, call 1-888-CWS-CROP.** We'll get your fundraising website set up and connect you with a Community Engagement Specialist, who will serve as your guide and coach as you continue to organize your event. You are always welcome and encouraged to reach out to your Community Engagement Specialist with any questions or coaching you need!

**Complete the CROP Hunger Walk committee roster form online by clicking here: [Committee Roster](#)** It is especially important that we have the name and address of the Treasurer, as the packet they need will be sent directly to them.

**Update your Walk Website with all the important details like where and when your walk will take place by completing the form: [Walk Webpage Update Form](#)**

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## 2

# ENGAGE TEAM *Captains*

Team Captains rally their community around your CROP Hunger Walk, recruit walkers from their community group, and support strong fundraising. They might come from local congregations, community centers, schools—just about anywhere. Sometimes, Team Captains also take on additional roles on the Planning Team. Your Planning Team can reach out to community leaders to find out who could make a great Team Captain, or that can take on the role of a Recruitment Leader.

Click here to download a resource that you can share to help engage your Team Captains: [Team Captain Guide](#)

## KEY *actions*

### KEY ACTIONS FOR COORDINATOR:

**Set a date, time, and location for a Team Captains' orientation.** At this orientation, you will provide information, inspiration and resources. Be sure to develop a clear agenda and try to keep your meetings to about an hour.

**Order printed materials—including posters, bulletin inserts, and cash/check donation envelopes—that Team Captains can take and share with their teams. Click here to see what's available and to place an order: [Walk Materials Ordering](#).** These are provided free of charge. Remember, if you're not sure what to order, you can ask your Community Engagement Specialist.

### KEY ACTIONS FOR TEAM CAPTAINS:

**Set up your Team Fundraising Page.** You can find step-by-step instructions for doing that, along with a video tutorial, here: [Registering a New Team](#)

**Invite members of your community to register with the Team online.** It's easy to do directly from your Team page using email, social media, and text messaging. For more information on using the CROP Hunger Walk fundraising website, click here: [Getting Started](#)

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## CONNECT WITH A *local agency*

CROP Hunger Walks don't just support the global hunger fighting efforts of CWS. They can also support hunger fighting work in your own community. You have the option of giving 25% of your total funds raised to a local community organization\*. The organization should be dedicated to fighting hunger or have a significant hunger-fighting component. Once your walk is finished, and the majority of funds raised have been received by CWS, we will send a check to the organization(s) you've designated, usually within a few weeks\*\*.

*\*You can select more than one organization to receive a share of the 25% of total funds raised. Keep in mind that the more agencies you designate, the smaller the amount each will receive. Each will need to complete the Local Grant Application in order to receive funds.*

*\*\* As more funds are received after your walk, additional checks may be issued for your agency to receive their full percentage of designated funds.*

### KEY *actions*

#### KEY ACTIONS FOR BOTH COORDINATOR AND LOCAL ORGANIZATION:

**Complete a Memorandum of Understanding.** It's good practice to invite the Local Agency organization to participate in your CROP Hunger Walk in some meaningful way. They might organize a Team of their own or promise to feature and promote the walk to their networks. They could help set up or loan tables and chairs for Walk Day. Click here to download a simple Memorandum of Understanding you can share with your local agency: [Local Hunger Agency Memorandum of Understanding](#)

#### KEY ACTIONS FOR LOCAL ORGANIZATION:

Complete a Local Grant Application. In order to receive funds from your CROP Hunger Walk, the local organization needs to have 501(c)3 non-profit status or have a pass-through agency with non-profit status. To verify that, please ask your organization to complete a very simple application that you can download here: [Local Grant Application](#). It only needs to be completed once for each organization you are designating.

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## 4

## CONSIDER *Walk safety issues*

Work with your Logistics and Safety Volunteer to determine what safety issues will need to be addressed before Walk Day. Here are some questions to consider:

- What route will you use for the Walk? Many Walks include a shorter route for older persons, parents with small children, and physically challenged people.
- Who needs to be notified about the Walk? (local authorities, host site, etc.)
- Are any special permits required? Many municipalities and counties require a permit to use a public park or have a walk event. If there is a fee required, we encourage you to find a business sponsor who can cover that fee for your walk. (See Step 6.)
- Is any proof of insurance coverage required? (*Note: All registered CROP Hunger Walk participants are automatically insured.*)

### KEY *actions*

**Contact your local authorities about permits and special requirements.**

**Request Proof of Insurance**, if required. CWS provides this. You can request proof of insurance online by clicking here: [Proof of Insurance Request](#)

Be sure to contact your Community Engagement Specialist at least eight weeks prior to the Walk with any special requirements.

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# 5

## PROMOTE YOUR *Walk*

There are so many ways to promote your Walk! Email, social media, your local newspaper—we have the tools you need to get the word out, invite new participants, and ask for support.

### KEY *actions*

**Use your personal and Team webpage tools to email friends and family for support.** When you register online, you will have your own fundraising page that you can easily personalize with your story and photos. Make it a goal to get everyone registered online before the Walk. We've made it easy to fundraise online using email and Facebook. You can get more info on using the CROP Hunger Walk fundraising website here: [Getting Started](#)

**Use social media to spread the word.** Social media—like Facebook, Instagram, or TikTok—is an effective way to communicate important information about your Walk, promote online fundraising, generate enthusiasm, build community, and increase funds raised. You can even set up a Facebook Fundraiser through your personal fundraising page. (We've seen walkers increase their fundraising by as much as 30% by setting up a Facebook Fundraiser this way!) An Online Engagement Leader or a tech-savvy volunteer is a great person to lead up this effort. For tips on using social media to launch your fundraising campaign, download our Social Media Toolkit here: [Social Media Toolkit](#).

**Reach out to local media like newspapers and television stations** to have a write up in advance of your walk, or to cover the walk event itself. Download our Media Toolkit here: [Media Toolkit](#).

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## 6

## FIND *sponsors*

Gain support from local businesses, including:

- Providing matching grants for employee walkers and donors. (For more information, click here: [Matching Gifts](#))
- Sponsoring community groups or teams participating in the Walk.
- Underwriting publicity and promotional materials or walker incentives such as T-shirts. (See below.)
- Underwriting the costs, or providing in-kind donations of refreshments, water, etc.
- Underwriting the costs of permit fees

NOTE: CROP Hunger Walk t-shirts are available for purchase in bulk and can be customized with sponsor logos. For more information, click here: [CROP Hunger Walk T-shirts](#)

We also have downloadable designs that you can take to a local screen printer in your community. To see those and more information about t-shirts, click here: [CROP Hunger Walk Apparel](#)

For more resources about Business Sponsorship, please click here: [Plan Your Walk Resources](#)

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## GET READY FOR *Walk day*

All your hard work and careful planning are about to be rewarded! While Walk Day can feel busy, it's also a lot of fun to finally see your community come together to **End Hunger One Step at a Time!**

### KEY *actions*

**Request an online registration report by emailing [webwalk@crophungerwalk.org](mailto:webwalk@crophungerwalk.org) three to five days prior to your walk.** Please include the name of your CROP Hunger Walk and the state it's in. Hopefully, most of your walkers have already registered and did most of their fundraising online.

**Invite your local organization to set up a table** to educate participants about their work and encourage teams to create banners and signs to identify themselves as they walk. We also have CROP Hunger Walk signs to use for this. (See Walk Materials in Step 2.)

**Set up a registration table** where walkers will check in. Those who did not register online should fill out a simple registration when they arrive using this form that you can download and print out: [Walk Day Registration](#)

**Collect donation envelopes with cash and check donations.** Your Treasurer volunteer should be in charge of seeing that these are safely looked after until the walk is finished.

**Plan a brief program to launch the Walk**, highlighting the community's efforts to overcome hunger locally and globally.

**Most of all, have fun!** Create a festive atmosphere – with live entertainment, photo stations, kid-friendly activities, decorations and more. Find more resources here: [Walk Day Resources](#)

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# 8

## AFTER THE *Walk*

Celebrate your success!

### KEY *actions*

#### KEY ACTIONS FOR COORDINATOR:

**Take some time to thank all of those who helped make your CROP Hunger Walk possible**, including Walk planning team, corporate sponsors, local media and volunteers. You can find Thank You certificates to use here: [After the Walk Resources](#)

**Transcribe walker information into electronic form.** The information collected on the Walk Day Registration form should be transferred to an electronic sheet that you can email to your Community Engagement Specialist. That can be found pre-formatted here: [Excel Sign-In Form](#). A Data Collection Volunteer would be perfect for this task.

**Schedule an evaluation meeting with your Planning Team** about a month after your CROP Hunger Walk. Discuss what worked well, and what you would change for next time, and review the total amount of funds raised. This is a great time to look ahead and pick a date for the next walk, so that it gets on everyone's calendars early.

#### KEY ACTIONS FOR TREASURER:

The Treasurer's role really starts as soon as the walk is finished. We have a resource page just for Treasurers, so be sure to share this page with them: [Treasurer Resources](#)

**Request an Online Donations Report by emailing [webwalk@crophungerwalk.org](mailto:webwalk@crophungerwalk.org).** Be sure to include the name of your walk and the state you're in. You can request as many of these as you need to keep your income report updated.

**Complete the Treasurer Report and remit funds by one month after the walk.** It's ok that funds continue to trickle in even a couple of months after your walk. You can still send those in, and you can always request more envelopes to do so. But getting funds remitted in a timely manner means that your local organization will receive their funds as soon as possible.

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