



CROP HUNGER WALK

ENDING HUNGER ONE STEP AT A TIME



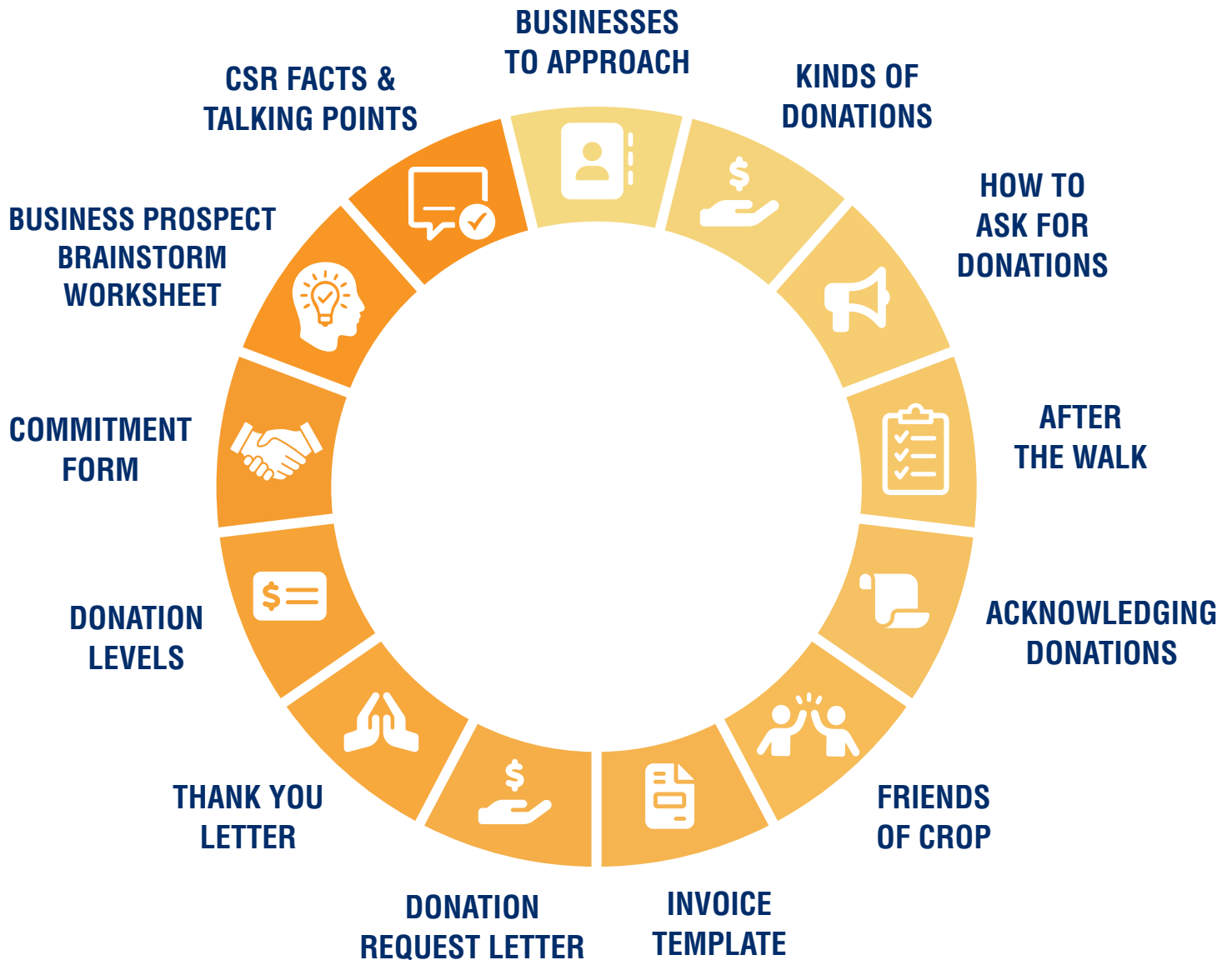
Business Sponsor Toolkit



Businesses want to support your CROP Hunger Walk because they are often looking for ways to contribute to their community.

The CROP Hunger Walk involves people from all walks of life, many of whom are potential customers or clients for the businesses. By sponsoring the Walk, the business gets their name in front of a wide range of people in a way that fosters their reputation as a good corporate citizen. Business partnerships benefit both from the Walk, the community, and the Business. It's a Win-Win-Win!

THIS *toolkit* CONTAINS:





BUSINESSES TO APPROACH



Businesses where someone on your team has a tie to **hunger or food issues, an international focus or CWS**



Businesses where someone on your team **has a contact** or frequently visits



Businesses along the **Walk route**



Businesses **owned by members of Walk Teams, Walkers, or donors.**



Businesses that **recruit clients by word of mouth**

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KINDS OF DONATIONS



Direct Hunger Relief

Businesses can make a donation directly to support the CROP Hunger Walk. This can be done by check or credit card. Documentation of non-profit status is available from your CWS Community Engagement Specialist.



Underwriting the Walk

Business donations can cover the cost of t-shirts, printing, permits, postage, snacks, etc. A local congregation or group might be willing to handle these donations on behalf of the Walk or CWS can set up a "Friends of CROP" account to receive and disburse these funds. Information about a "Friends of CROP" account is on page 8.



Start a Walk Team

Invite businesses to start a Walk Team to raise funds and walk on Walk Day. Ask the business to match the amount employees raise. Walk Day can be a team-building event for the business.



In-Kind Gifts

Solicit a business with a specific, tangible gift. This could include services such as printing shirts or brochures, assisting with media promotion such as advertising the Walk on their outdoor sign, providing refreshments for the Walkers, or donating gift certificates and other giveaway items.

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HOW TO ASK FOR DONATIONS



Begin by asking the Walk Planning Team “who do we know?”

- Build on existing relationships and have the person who has the relationship help co-sign a letter, make a phone call, or a personal visit. Send all letters to an actual person, not just to the business in general. Please refer to the [Business Prospect Brainstorm Worksheet](#).



Tell a story

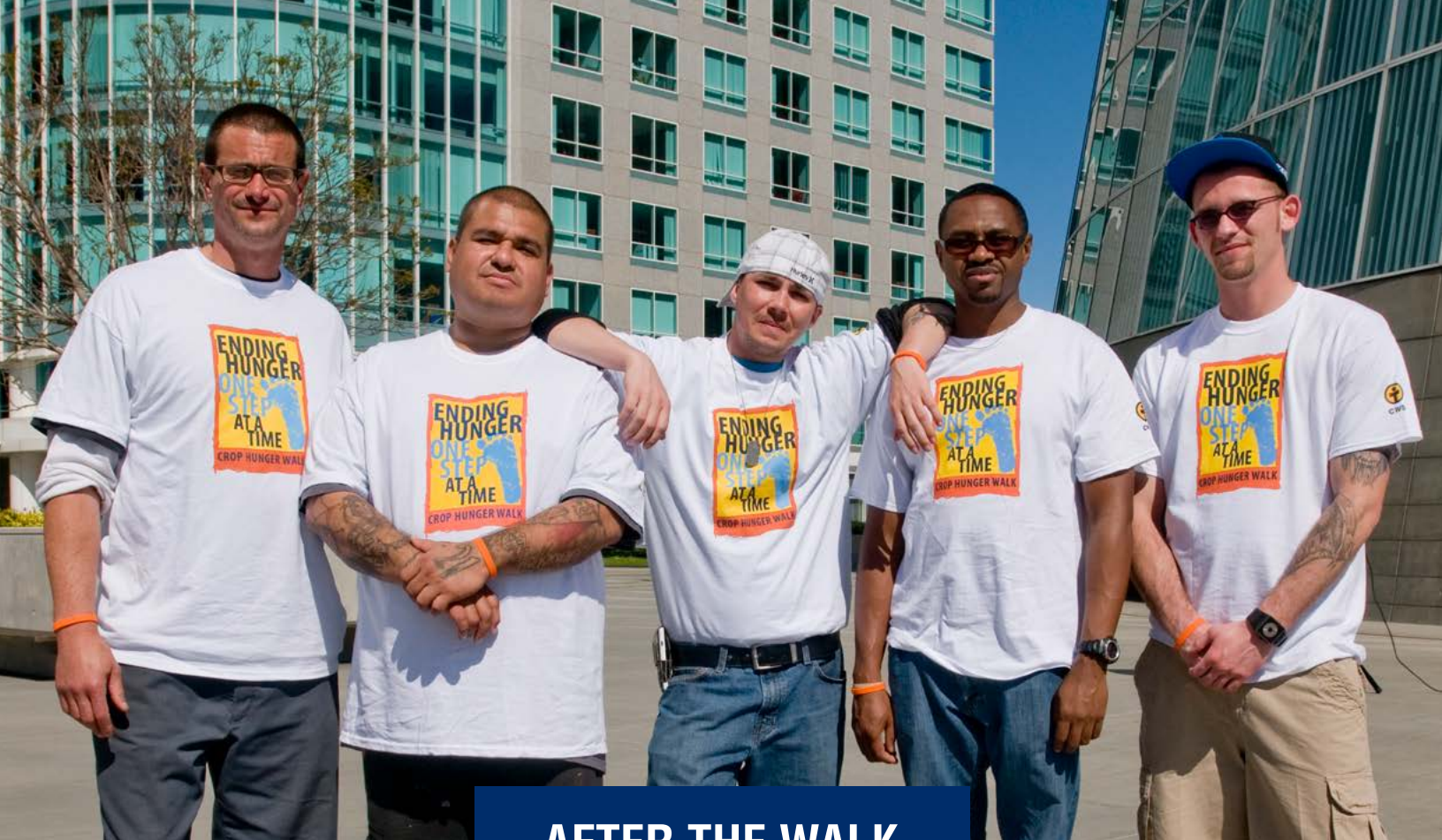
- You are not asking for money for yourself. You are giving the business an opportunity to be involved in their community and give to the people of the world.
- Use CWS promotional materials for content of your proposal, to include with the letter, or for materials to hand out during a visit. Check out cwsglobal.org and resources.crophungerwalk.org to get started.
- Fiscal responsibility is important to business sponsors. CWS financials are available at cwsglobal.org/about/financials/ or from your CWS Community Engagement Specialist.



Speak their language

- If the business has published guidelines for their giving, use their language in your letter as you write it. For instance, if their guidelines say they “support agencies which promote health in low-income children worldwide,” in your letter use that same phrasing, if applicable.
- Highlight areas in the CWS promotional materials that match their guidelines.

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AFTER THE WALK



Respond to questions with a personal phone call or follow-up letter.



Be sure to include the sponsors' names in any materials or where it was agreed upon.



Follow up one more time to thank them in a personal way. Be sure to thank the person who put you in contact with the business too!



Send your sponsors extra copies of the materials that had their names, like brochures or newspaper articles, or send over your extra Walk shirts!

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ACKNOWLEDGING DONATIONS



Recognize sponsors before and after a Walk. Participants will hear that the business is connected to the Walk.



Yard signs with Sponsor Level Amounts at registration or along the Walk route.



Business logo placement on t-shirts, brochures, banners, in the Start / Finish line, on the Walk route, etc.



Posters or framed certificates that say, "Proud sponsor of CROP Hunger Walk" for them to display in their business (see page 15).



List sponsors on the Walk website.



Sponsorship of a water or snack stop, where they can bring and use their own branded items.

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FRIENDS OF CROP

Friends of CROP is a noninterest-bearing account linked to your Walk to handle local corporate/business sponsorship funds solicited by the CROP Hunger Walk committees. These funds can cover local expenses, such as t-shirts, printing, etc.

How it works

- 1 Set up an account.** Contact your CWS Community Engagement Specialist and request a Friends of CROP account for your local Walk.
- 2 Contact Person.** The treasurer will be the point of contact, or the planning committee can designate a proxy (If so, notification in writing will be required).
- 3 Payment.** Businesses have two options for payment:
 - Donate online with a credit card:
<https://events.crophungerwalk.org/corporate-sponsorship/donate>
 - Checks are made out to CWS/CROP and should include the Walk Name, City and State, and Activity Code if possible. Designate the money is for Friends of CROP. Send funds to your local treasurer or to:
Church World Service
PO Box 968
Elkhart, IN 46515
- 4 Payment or reimbursement.** When reimbursements need to be made or a vendor invoice needs to be paid, the Walk treasurer will email Alese Miller (amiller@cwsglobal.org) and include:
 - the receipt, invoice, or proof of purchase
 - the reimbursement form AC106. You can request this from your CWS Community Engagement Specialist
 - the Name of the payee and mailing address for the check. The check is sent directly from Elkhart.
- 5 Statements.** Contact your Community Engagement Specialist at any time for the balance in the account.
- 6 Year end.** At the end of each Fiscal Year (June), the Treasurer (or proxy) will be contacted to see if any remaining funds should be moved forward to use for next year's Walk expenses. Remaining funds could also be rolled into the Walk total.

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INVOICE TEMPLATE

Church World Service

P.O. Box 968

Elkhart, IN 46515

Phone: 1-888-297-2767

crophungerwalk.org

Date:

TO:

FOR: CROP Hunger Walk corporate sponsorship

DESCRIPTION

AMOUNT

Corporate sponsorship of the

\$

CROP Hunger Walk, scheduled for

No goods or services were received in

exchange for your donation.

MAKE CHECKS PAYABLE TO: CWS / CROP Hunger Walk

MAIL TO:

CWS / CROP Hunger Walk

P.O. Box 968

Elkhart, IN 46515

THANK YOU FOR YOUR SPONSORSHIP!



DONATION REQUEST LETTER

Dear

We invite you to become a sponsor of the CROP Hunger Walk, which helps to end hunger one step at a time. With your help, each year we raise funds for hunger programs in our area and around the world. A quarter of the funds raised support the work of _____, which assist members of our community who are in need. The remainder of the funds supports the global work of CWS to empower local communities.

Last year, we raised \$ _____ for the hungry and had roughly _____ walkers! Our goal for this year is to raise \$ _____ with _____ Walkers! We need your support.

Please sponsor the CROP Hunger Walk with a gift.

The CWS tax identification number is #13-4080201. CWS is an international humanitarian organization, transforming communities around the globe through just and sustainable responses to hunger and poverty, displacement and disaster.

Our CROP Hunger Walk engages a broad cross-section of the community in service to the neediest of the world. It is an interfaith, community-oriented event that (1) raises funds to help hungry people, (2) raises awareness of hunger as an issue, (3) engages and trains volunteers for community service, and (4) brings together persons of many ages and backgrounds in a common endeavor.

Thank you for considering this invitation to continue to be a part of this community event.

Sincerely,

CROP Hunger Walk Committee



THANK YOU LETTER

Dear

On behalf of the _____ CROP Hunger Walk, thank you for your generous sponsorship of our Walk! With your gift of \$ _____, our Walk raised \$ _____ to help end hunger in our community and around the world.

A quarter of the funds raised will return to our community to support the work of _____

_____. The remainder of the funds supports the global work of CWS, which works in more than 30 countries worldwide to empower local communities. We are connecting communities in Southeast Asia to clean water; ensuring communities in Kenya receive training in new agricultural techniques; and helping indigenous communities in the South American Chaco gain food security. Together, we are making a difference worldwide.

Thank you for being a part of this community event.

Sincerely,

CROP Hunger Walk Committee



DONATION LEVELS

CROP Hunger Walk

Date

Ending Hunger One Step at a Time.

CROP Hunger Walk raises money and awareness for local hunger agencies and world hunger relief. The Walk supports:

- Local Agency or Agencies
- Church World Service

Sponsorships pay for all event logistics. Please sponsor the Walk at one of the levels below:

\$1,000 Harvest SPONSOR

- Recognition as Top Harvest Sponsor during Walk Day Announcements
- Company booth or banner exhibited on walk day
- Logo on official CROP T-shirts
- Recognition on CROP Social Media Sites
- Recognition as sponsor on CROP Website
- 10 complimentary CROP T-shirts

\$500 Amber Fields SPONSOR

- Recognition as Amber Fields Sponsor during Walk Day Announcements
- Logo on official CROP T-shirts
- Recognition on CROP Social Media Sites
- Recognition as sponsor on CROP Website
- 5 complimentary CROP T-shirts

\$250 Great Grains SPONSOR

- Recognition as Great Grains Sponsor during Walk Day Announcements
- Name on official CROP T-shirts
- Recognition as sponsor on CROP Website
- 1 complimentary CROP T-shirt



COMMITMENT FORM

YES! We would like to support the sponsorship level:

CROP Hunger Walk at the following

Please select from the following:

Harvest Sponsor (\$1,000+)

Amber Fields Sponsor (\$500)

Great Grains Sponsor (\$250)

Friends of CROP (Any amount)

Contact Information

Name _____

Company/Organization _____

Address _____

City _____ State _____ Zip _____

Phone Email _____

Web Address _____

*For Your Records, The CWS/CROP 501c3 nonprofit number is #13-4080201.

Please make checks payable to: "Friends of CROP"

Mail to: Friends of CROP
C/O

Sponsorship Deadline:

For More Info, Contact:



BUSINESS PROSPECT BRAINSTORM WORKSHEET

“Who Do We Know?” Worksheet

Use this tool to identify business prospects for sponsorship or team recruitment. Start with your existing relationships, then branch out to businesses with Walk connections or cause alignment.

1 Personal & Team Connections

List businesses where you, your team members, or planning committee have personal ties (friends, family, church, alumni, etc.).

Business Name	Contact Person	Relationship	Notes
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2 Walk-Adjacent Businesses

List businesses that are located along the walk route or are owned by walkers, donors, or congregational partners.

Business Name	Contact Person	Relationship	Notes
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3 Cause-Aligned Businesses

Think about businesses with a mission that aligns with hunger relief, health, community wellbeing, or global development.

Business Name	Contact Person	Relationship	Notes
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4 Local Influencers & High-Visibility Businesses

List businesses that are well-known in the community, advertise widely, or are community leaders.

Business Name	Contact Person	Relationship	Notes
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Next Steps: Choose your top 5 prospects. • Assign a team member to reach out. • Draft a personalized ask using the toolkit templates.

For support or examples, contact your CWS Community Engagement Specialist.



CSR FACTS & TALKING POINTS FOR BUSINESS ENGAGEMENT

Why Businesses Say Yes: Corporate Social Responsibility (CSR) Trends

- \$21 Billion+ in corporate charitable giving annually in the U.S. (*Giving USA 2023*)
- 82% of consumers want brands to support causes that align with their values (*Cone Communications*)
- 71% of employees say it's important to work for companies that support charitable causes (*America's Charities Snapshot*)
- 73% of investors consider a company's social efforts when making investment decisions (*Edelman Trust Barometer*)

Top Motivations for Business Giving

Motivation — How CROP Hunger Walk delivers

Local Impact — 25% of funds stay with local agencies

Employee Engagement — Walk teams promote team building, morale

Public Visibility — Logo on shirts, banners, Walk route signage

Mission Alignment — Fighting hunger and supporting global development

Trust & Transparency — CWS financials and outcomes publicly available

Best Business Types to Approach for CROP Hunger Walks

- Banks/Credit Unions — Community Reinvestment Act (CRA) obligations
- Grocery Stores & Restaurants — Hunger-focused missions, community visibility
- Healthcare Providers — Health + hunger connection
- Local Franchises — Accessible, locally invested, strong brand affinity
- Tech, Insurance, and Law Firms — Structured CSR programs, team culture
- Faith and BIPOC-Owned Businesses — Values-driven, rooted in community

Buzzwords to Use When Pitching

- Community investment
- Employee volunteer opportunity
- Health equity and hunger relief
- Purpose-driven partnership
- Global and local impact
- Social impact alignment

Sample Talking Point

“We’re inviting local businesses to visibly stand for community impact and global justice by sponsoring and/or forming a team for our CROP Hunger Walk. Your company will be recognized as a leader in the fight against hunger, with public visibility and opportunities for your employees to engage.”

Quick Call-To-Action for Business Prospects

1. Form a Walk Team
2. Sponsor the Walk at any level
3. Match your employees' donations

For support or tools, contact your
CWS Community Engagement Specialist
or visit: www.crophungerwalk.org.