



Tips for Beginning and Ending the Walk

Careful attention to how your CROP Hunger Walk begins and ends can add energy and enthusiasm to your event. A fun Walk will ensure people will want to join the Walk again next year.

Basic Tips

- Be brief – suggested time for an opening program: 5 - 10 minutes
- Be festive – invite a high school pep band or an international music group to perform, decorate the staging area with CROP Hunger Walk posters, maps and photos
- Be playful—invite a high school cheer group or the mascot and cheerleaders from a local sports team to provide some cheering and excitement
- Be grateful – thank everyone for walking and raising money - at the beginning and end of the Walk
- Be flexible – each year is different, weather can change, be ready with back-up plans
- Be informed - promote participatory learning - invite local agencies to staff a table and/or develop an interactive activity to engage people as they assemble and register
- Be efficient - make sure the registration process is simple, easy, and clearly marked
- Be together – build community by providing snacks, taking group photos for use on your website and social media, have children's activities

Suggested Start of the Walk

- Have the MC introduce themselves and others participating in the program (consider a local celebrity or VIP for your MC)
- Thank everyone for coming, review necessary logistics, safety tips
- Have a roll call of participating Walk Teams
- Introduce representatives from the local agencies receiving money from the Walk
- Share an impact story using CWS Stories of Change
- Invite the CWS staff person to share a greeting and story
- Invocation or prayer by a local faith leader
- Establish a starting line
- Ribbon cutting by a VIP
- Start walking

Suggested End of the Walk

- Establish a clear finish line
- Welcome returning Walkers with music
- Invite everyone to cheer on other Walkers as they finish
- Provide a place for Walkers to write their reflections from the Walk
- Provide light snacks and water