

CROP Hunger Walk Recruiter's Guide



8 Steps to Success

1. Ask everyone to join your team and fundraise to end hunger!
2. Set an ambitious goal for your team.
3. Ask leaders in your community to be involved.
4. Set up a page for yourself and for your team at: crophungerwalk.org
5. Promote the Walk! Use provided materials, social media, announcements, recruitment tables, etc.
6. Make it fun! Will you do something wild if your team meets the goal?
7. Collect donations and turn into the Walk treasurer promptly.
8. Say thank you to your teammates!

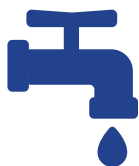
SUGGESTED GOAL: \$150 or more in contributions per walker.

My congregation/group goal: _____ walkers x \$ _____ (amount per walker) = \$ _____ Total

Here's what reaching your goal can achieve:



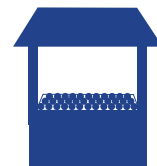
\$500
seeds and
tools for a
community
garden



\$1,500
construction
of one rain
catchment
system for
clean water



\$2,000
farmer
training and
assets for a
garden



\$5,000
resources
for economic
sustainability

1 Set goals.

- Aim for at least 10% of your active membership.
- Encourage every walker to recruit one more person this year, which will DOUBLE your team!

2 Get your leaders involved.

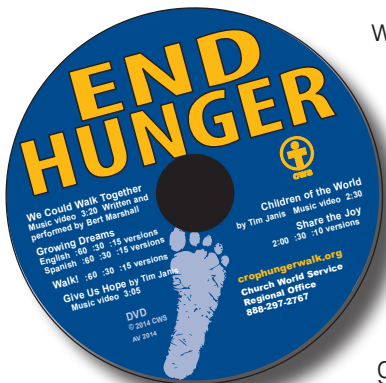
- Enlist your pastor/priest/rabbi/imam, school, organization and community leaders to walk.
- Encourage them to promote the event, too!
- Share copies of the [Activity Guide](#) with your religious leader, youth leader, mission chair.

3 Promote! Promote! Promote!

- Publicize your congregation's fundraising goal and the number of participants you hope to recruit on the [Progress Thermometer](#). Challenge every member of your congregation to participate as a walker, donor or volunteer.
- Put the date of your Walk on the printed and online calendars of your congregation or organization. Also send it to local media for their online community calendars.
- Announce the Walk and encourage people of all ages to participate. Ask for time to do a [Minute for Mission](#). Use the [Activity Guide](#) to do a children's message about the Walk.

- Spread the word in weekly publications such as bulletins, newsletters, etc. Put up posters in prominent places.

- Use the CROP Hunger Walk DVD. Show one of the promotional videos at gatherings.



4 Recruit people to walk.

- Set up and staff a sign-up table every week for 3-4 weeks before the Walk. Stand in front of the table and invite people to participate.
- A direct invitation to each prospective walker is more effective than a general appeal.
- Be sure your walkers fill out the top of their Walk donation envelope completely.
- Organize teams of walkers from each group you want to recruit – classes, choir, women's and men's groups, youth groups, service clubs, sports teams, businesses, etc. Remind them they can raise money as a team online, too!

5 Suggest ways for walkers to raise money, including online.

- Encourage walkers to start by setting a personal fundraising goal and sponsoring themselves.
- Invite them to think about who they are going to ask to donate from their family, friends, congregation, work, school.
- Encourage as many walkers as possible to solicit donations via email. It's easy. They can sign up at: **crophungerwalk.org**. See back page for more details.
- Encourage walkers to ask their sponsors whether their employer has a matching gift program – which might double their contribution!

How a walker can raise \$150 to help hungry people:

- | | |
|---|------|
| 1. Put in their own \$30 | \$30 |
| 2. Ask their significant other for \$30 | \$30 |
| 3. Ask two friends for \$15 each | \$30 |
| 4. Ask two people at work for \$15 each | \$30 |
| 5. Ask two neighbors for \$15 each | \$30 |
| Total \$150!! | |

6 Make a splash on Walk day!

- Recognize Walk participants in congregations by asking them to come forward during the service. Offer a prayer and blessing or do a commissioning of the walkers.
- Encourage people to wear CROP Hunger Walk T-shirts. Have families with young children decorate wagons or strollers.
- Host a poster-making party to decorate signs to carry at the walk.
- Consider collecting all donation envelopes prior to the Walk, so that one person can register all of your walkers as a group. Be sure each "Statement of Consent" on the envelope is signed.



7 Turn funds in to the Walk treasurer promptly.

- Encourage your walkers to collect their donations when their donors make a commitment.
- Remind walkers to collect all additional funds and turn them in to you within two weeks. Bulletin notes and announcements will be helpful reminders.
- Ask walkers to turn in all used and unused Walk donation envelopes.

8 Say thanks!

- Be sure to thank all your walkers and donors on behalf of CWS and all the neighbors they've helped around the world.
- Contact your local walk coordinator to find out final results of your event! Report back to those you recruited on the overall impact: total number of people who walked; amount of money raised – both from the entire Walk and from your congregation or group; and the amount that will be used locally.
- Check out other ways to help fight hunger and poverty at cwsglobal.org.

Walk online! crophungerwalk.org

Make sure you promote the online page with your teammates. Many walkers have more than doubled the money they raise using the website - and it helps you reach beyond your congregation/organization for support!

- As the recruiter, you (or someone who is helping you) needs to **set up a page for your yourself - and for your team - in advance of your recruiting**. It is one step in the short registration process. Then, you can promote the website and encourage people to register on your team.

Be sure to include the short URL for your team in your bulletins and newsletters so that your members can join your team and contact their friends and family via email to ask for support.

- **Alert your members that they can join in the CROP Hunger Walk online – even if they can't walk** – by contacting their friends and family via email to ask them to support the event. Be sure to put a link in your online bulletins and newsletters: crophungerwalk.org.

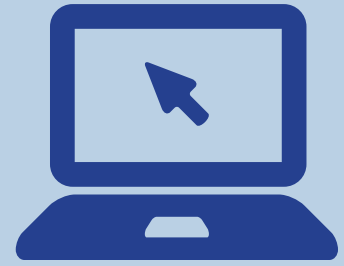
Questions? Contact your local Walk coordinator!



P.O. Box 968 • Elkhart, IN 46515
888-CWS-CROP • cwsglobal.org



#CropHungerWalk



How does online fundraising work?

- To register, or for more information, go to: crophungerwalk.org
- Type in the name of your walk in the search bar in the upper right or the name of your city in the search bar above the map.
- Click on the blue Register button and follow the simple step by step instructions.
- Start emailing family and friends to donate in support of you and your CROP Hunger Walk!

