1. Build a team.

For your CROP Hunger Walk committee, enlist four to six people, representing congregations and groups that reflect the ethnic and racial diversity of your community. Recruit people with specific skill sets to enhance your team. Set up a meeting to discuss the Walk and the committee positions available. (See committee leader details online.)

At the meeting, decide who will handle critical tasks:

- Treasurer
- Business sponsorship leader
- Recruitment leader
- 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

Complete the CROP Hunger Walk committee roster form online.

Make copies of the timeline and review it, and all Walk materials you have received, with your committee.

2. Set dates and goals.

Set your Walk date and time, and confirm the route starting point. Be sure to spread the word as soon as possible throughout the community.

Set a date, time and location for a recruiter’s orientation, where you will provide information, inspiration and resources. Develop clear agendas and try to keep your meetings to about an hour.

Set goals for your fundraising and for the number of walkers, participating congregations and community groups. See crophungerwalk.org/recruiters for ideas.

Make sure your CWS Specialist has all your Walk information, so it can be posted on your Walk’s landing page on crophungerwalk.org.

Set a date and time for a post-Walk evaluation meeting.

3. Find corporate sponsors.

Gain support from local businesses, including:

- Providing matching grants for employee walkers and donors.
- Sponsoring community groups or teams participating in the Walk.
- Underwriting publicity and promotional materials or walker incentives such as T-shirts.
- Providing in-kind donations of refreshments, water, etc.

NOTE: CROP Hunger Walk T-shirts are available and can be customized with sponsor logos. For more information, visit croporder.org.

4. Engage recruiters from each congregation and community group.

Involve community groups – Church Women United, Kiwanis, Rotary, Lions Club, local hunger agencies, school honor societies, youth groups, business associations and other organizations.

Host an exciting recruiter’s orientation to share tips for motivating walkers and donors. The more people present, the better! Show CROP Hunger Walk videos and use some of the worship and educational activities available online.

The Walk treasurer should attend the recruiter’s orientation to explain Walk donation envelope usage. The online promotion leader or a tech-savvy volunteer should be there with a laptop or tablet to provide online fundraising tips and answer questions.
5. Consider helping a local hunger agency through your Walk.

Hunger isn't just "somewhere else" – it's right around the corner. You can help local hunger agencies with a CROP Hunger Walk grant.*

Simply fill out the grant application online for support of a local hunger agency. For more than one agency, you'll need to decide how to divide the funds between them. Please note: You must submit an IRS 501(c)(3) letter with each agency request.

Contact the agencies you’re supporting to determine how they will help you promote the Walk.

* Combined local grants cannot exceed 25 percent of your Walk's total income.

6. Consider Walk safety issues.*

What route will you use for the Walk? Many Walks include a shorter route for older persons, parents with small children and physically challenged persons.

Who needs to be notified about the Walk? (local authorities, host site, etc.)

Are any special permits or proof of insurance required? Apply for proof of insurance online. Be sure to contact your CWS Specialist at least eight weeks prior to the Walk for any special requirements.

Review the logistics/safety leader’s sheet, found at crophungerwalk.org/committee.

* All registered CROP Hunger Walk participants are automatically insured.

7. Make your Walk educational.

You can find great ideas for making your Walk fun and educational online. Don’t forget to ask your CWS Specialist for ideas too!

Motivate leaders and walkers by showing how CWS is changing lives around the world. Share a few of the individual stories found at cwsglobal.org/stories or order the CROP map that shows people and places impacted by the CROP Hunger Walk.

Explore cwsglobal.org and crophungerwalk.org/videos to learn more about hunger and poverty – and how the CROP Hunger Walk is helping families around the world develop sustainable ways to put food on their tables.

Hand out CWS walking partner cards featuring individuals being empowered by the steps of walkers and the hunger fighting work of CWS.

8. Promote online engagement.

Use the Walk forms on crophungerwalk.org/forms to make sure your Walk page has important details for your Walkers.

Anyone who registers online will have their own fundraising page that they can easily personalize with their story and photos. Make sure all your Walk committee members sign up online and begin emailing friends and family for support.

The online engagement leader or a tech-savvy volunteer should guide participating congregations and groups in setting up their online CROP Hunger Walk fundraising page.

Recruiters should take a laptop or tablet to meetings with groups, to show them how easy it is to fundraise online.

9. Get ready for Walk day.

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

Set up an efficient registration process.

Ask local media to publicize the Walk prior to Walk day and to provide on-site coverage of the event itself.

Invite local groups such as food banks and Bread for the World to set up displays at the Walk.

Encourage congregations and community groups to prepare banners to carry during the Walk.

Create a festive atmosphere – with live entertainment, photo stations, kid-friendly activities, decorations and more.

10. After the Walk – evaluate and celebrate!

Thank key people for their time and effort – Walk committee members, corporate sponsors, local media and volunteers. Consider using CWS honor certificates, available for order or download.

Hold an evaluation meeting to share the results of your Walk and to discuss what worked, what didn’t and ideas for the next Walk. Invite your CWS Specialist to attend.

Have any questions?
Email webwalk@crophungerwalk.org.