

30 Second Radio PSA (vs. TV PSA video)

Sample scripts for CROP Hunger Walk

Public Service Announcements

These sample scripts should be tailored to accommodate local CROP Hunger Walk information and needs. Please insert local info and share them with your local radio stations – and also with congregations and groups that may want to use them as bulletin or newsletter announcements.

Note: For PSAs appropriate for TV, please contact socialmedia@cwsglobal.org.

Script 1:

We all care about hungry people, but what can one person do? You can join in the [Insert Walk Name] CROP Hunger Walk to help raise awareness and funds to end hunger one step at a time around the world and here in [insert area name]. To find out more, visit crophungerwalk.org <or insert local info>.

Script 2:

Stand with people who commit to a hunger-free world. Join the [Insert Walk Name] CROP Hunger Walk on [Walk Date]. People walking together to help end hunger one step at a time. Find out more at crophungerwalk.org or call <local contact number OR 1-888-297-2767>.

Script 3:

Ending hunger one step at a time. The <community or county> CROP Hunger Walk will take place <day, date> at <location>. To find out more or to get your congregation or group involved, call <local contact number OR 1-888-297-2767>.

Script 4:

Ending hunger means responding with compassion and long-term sustainable approaches. The [Insert Walk Name] CROP Hunger Walk is our community’s response to ending hunger throughout the world. Find out how you can be involved at crophungerwalk.org or call <local contact number OR 1-888-297-2767>.