

# walk committee

## Online Promotion Leader



You are the multiplier, enabling your CROP Hunger Walk to go digital. By motivating walkers to use our online fundraising tools and through social media, you are empowering your Walk to attract more participants and raise significantly more funds to help people in need.

### RESPONSIBILITIES

- *Sign up to your online Walk page and become an expert.*
- *Encourage online fundraising.*
- *Use social media to spread the word.*
- *Update your Walk page.*

### Sign Up Online Yourself

- Find your Walk page online and register as an individual.
- Customize your page and learn all the settings. Begin fundraising.
- Work with a committee member or recruiter to set up a team page (using his/her email). Become familiar with the differences.

### Update Your Walk Page

- Customize your Walk's page. Submit your information and photos at [crophungerwalk.org/forms](http://crophungerwalk.org/forms).
- Give the Walk's basic information to all congregations to put on their website, and post the information on your community online event listings.
- Share the direct URL with other Walk coordinators and recruiters (e.g. [crophungerwalk.org/newyorkny](http://crophungerwalk.org/newyorkny)).

### Encourage Online Fundraising

- Go to [crophungerwalk.org](http://crophungerwalk.org) and become familiar with its functions.
- Assist the entire Walk committee in signing up online during one of your early meetings and take them through the functions of their online Headquarters (HQ). Encourage them to email friends and family for support.
- At the recruiters' orientation, set up a table with a laptop/tablet to help recruiters set up team pages for each of their participating congregations/organizations.
- Email your recruiters at least one month before the Walk to remind their team members to register online and email their family and friends for donations.
- Check with CWS about current incentives for early online fundraising and recognition gifts. Share the information with coordinators and recruiters.

### Be a Leader on Social Media

- Post information, pictures, and videos to your Walk's Facebook page. The more you post, the more traction you will have! You can get ideas and share posts from the national CROP Hunger Walk page ([facebook.com/crophungerwalk](https://facebook.com/crophungerwalk)) Or find your own share social memes to share at [crophungerwalk.org/memes](http://crophungerwalk.org/memes).
- At the recruiter's rally, remind recruiter's and Walkers to post a link of their personal donation page on Facebook. They can also 'Like' the main Walk page and share posts to generate support.
- In addition to Facebook, you can promote on Twitter and Instagram to get more reach.