

# walk committee

## Publicity Leader



You are the voice of the CROP Hunger Walk. Your task is to get the word out to the local community in as many ways as possible about your Walk. The more people that know about your event, the more who are likely to support your effort to help hungry people around the world!

Visit [resources.crophungerwalk.org](https://resources.crophungerwalk.org) for materials that can help you in this role.

## RESPONSIBILITIES

- *Contact local media with information about the Walk.*
- *Advertise your Walk in your town/city and online, in conjunction with your committee's online promotion leader.*
- *Share Walk details with your community.*
- *Coordinate media coverage and follow-up.*

## Contact Local Media

- Create a list of all local media (print, radio, TV, community websites/blogs, etc.) with contact names, emails and phone numbers.
- Send media outlets a Contact media to determine their preferred method of receiving press releases (email, fax, hard copy).
- Send news releases at least 60 days before your event. Keep all pertinent facts at the beginning as newspapers edit from the bottom. Templates are available at [crophungerwalk.org/press-release](https://crophungerwalk.org/press-release).
- Send your news release to religious publications, congregational newsletters, community organizations, community websites/blogs and others.

- Think about approaching a local radio or TV station as a sponsor, or to ask a broadcast personality to be an honorary chair. Call and ask to speak to the station's community affairs department several months before the Walk. Or, find a natural connection to local media (someone who has a connection, for example) from which to build a relationship.

## Advertise your Walk

- Ask local businesses to sponsor a CROP Hunger Walk ad in your newspaper.
- In concert with your Walk Committee find a business to sponsor a CROP Hunger Walk banner across the main street in your town or on lamp-post banners.
- Set up a Facebook page for your Walk. Coordinate with the online promotion leader to maintain the page and promote on other social channels like Twitter and Instagram. Use CROP Hunger Walk memes throughout the year to keep the message going (found at: [crophungerwalk.org/memes](https://crophungerwalk.org/memes).)
- Use Facebook advertising to get the word out more.

## Share Walk Details with Your Community

- Customize CROP Hunger Walk posters with basic Walk details (time, date, location) and directing people to your Walk's page/direct URL.
- Share the posters with all recruiters, congregations/organizations, and local businesses to hang in visible places all over your community.
- Send pre-written bulletin announcements and newsletter articles to participating churches.
- Ask congregations and businesses to promote the CROP Hunger Walk on their signboards.

- Request that the Walk be added to local community calendars (online or print).
- Set up a table at local farmer's markets, the county fair, and community events/festivals to promote the Walk and solicit participation and donations.

## **Coordinate Media Coverage**

- Contact the assignment editor at your local television station and ask them to cover your Walk on Walk day.
- Contact the City Desk Editor at your local newspaper(s) and ask them to assign a reporter and/or photographer to cover your CROP Hunger Walk.
- Ask the promotions director at your local radio station if they will broadcast from your Walk's starting point.
- Enlist a photographer to ensure quality photos of your Walk. Email some of the best photos to [webwalk@crophungerwalk.org](mailto:webwalk@crophungerwalk.org) for future publicity.
- Create a CROP Hunger Walk "Fact Sheet" ahead of time for the reporters who come out to cover the event.
- Enlist, beforehand, some Walkers and volunteers who might be willing to be interviewed by the media and reporters, and direct the media to them for comments.

## **Follow-up with Media After the Walk**

- Write a news article immediately after the Walk. Be sure to include information on number of Walkers, amount raised, human interest stories, etc. Send it to your contact at local media station.
- Write a letter-to-the-editor which thanks everyone for their support and provides initial information on amount raised.
- Send thank you notes to everyone who helped you in your publicity efforts!
- Save the contact information of the media persons who helped. Provide them with CWS projects and CROP Hunger Walk news "snippets" throughout the year.