

**ENDING
HUNGER
ONE STEP
AT A TIME**

**CROP HUNGER
WALK**

BUSINESS SPONSORSHIPS

helpful hints for securing corporate donations

Business leaders are good members of your CROP Hunger Walk team. They are often looking for ways to contribute to their community, too. One way to involve them in your CROP Hunger Walk is in providing leadership in this area.

Businesses want to support your CROP Hunger Walk. CROP Hunger Walkers are the kind of audience many businesses want to reach. For example, 54 percent of Walkers do not participate in other community fundraising events. Stress the local aspect of your event: up to 25 percent of the money raised may be requested to respond to local hunger needs. The CROP Hunger Walk involves people from all walks of life, many of whom are potential customers or clients for the business. We help people to help themselves. That's a sound investment! Additionally, CWS's overhead is very low; in 2017, only 14 percent of CWS's budget was administrative and fundraising costs combined.

Which businesses should you approach? Start with these:

- Businesses with a tie to CWS, hunger or food issues or an international focus
- Businesses where someone on your team or at CWS has a contact



What should you ask for?

CHARITABLE GIFT

The business may make a gift directly to support the CROP Hunger Walk, which is included with your Walk monies sent to Elkhart. Documentation of non-profit status is available from your CWS staff contact.

UNDERWRITING

These dollars help cover activities like the purchase of t-shirts for CROP Hunger Walkers, printing, postage, banners or staff time to support the Walk.

Sometimes it's easier for a company to use money from their advertising budget to put their logo on a t-shirt than it is to make a charitable donation. The Walk team can identify a local sponsoring agency, congregation or group that is willing to handle these funds on behalf of the committee.

PARTICIPATION

Ask businesses to encourage their employees to walk as individuals or as a team and to match their employees' gifts.

IN-KIND GIFT

Match the business itself with a specific, tangible gift. This could include services such as printing shirts or brochures, assisting with media promotion such as advertising the Walk on their outdoor sign, providing refreshments for the Walkers or donating of gift certificates and other giveaway items.



What can we offer businesses?

Emphasize ways we will publicly recognize the gift. These could include:

- Verbal recognition before or after a Walk, so participants hear that the business is connected to the Walk
- Logo placement on t-shirts, brochures, banners, etc.
- Posters or framed certificates that say, "Proud sponsor of CROP Hunger Walk" for them to display in their business. This is particularly good for businesses located on the Walk route.
- Recognition on the Walk's website in a list of sponsors.
- Sponsorship of a water or snack stop, where they can bring and use their own branded items



How do we make the request?

1.

Ask your team: who do we know?

- Build on existing relationships: have the person who has the relationship help by co-signing a letter, participating in a visit or helping set an appointment.
- Send all letters to an actual person, not just to the company.

2.

Tell a story

- Remember: you are not asking for money for yourself. You are giving the company an opportunity to be involved in their community and give to the people of the world.
- Use CWS promotional materials for content of your proposal, to include with the letter, or for materials to hand out during a visit. Check out cwsglobal.org and resources.crophungerwalk.org to get started.
- Fiscal responsibility is important to business sponsors. CWS financials are available at cwsannualreport.org or from your CWS staff contact.

3.

Speak their language

- If the business has published guidelines for their giving, use their language in your letter as you write it. For instance, if their guidelines say they “support agencies which promote health in low-income children worldwide,” in your letter use that same phrasing, if applicable.
- Highlight areas in the CWS promotional materials that match their guidelines.

4.

Follow up

- Follow up the letter with a personal phone call to respond to any questions.
- Hold up your end of the agreement: be sure to include the sponsors’ names in any materials or where agreed upon.

After the Walk:

- Follow up one more time to thank them in a personal way (like a phone call). Be sure to thank the person who put you in contact, too!
- Send your sponsors extra copies of the materials that had their names, like brochures or newspaper articles, or send over your extra Walk shirts!

