

CROP HUNGER WALK

Committee Job Descriptions



Photo: Chicago CROP Hunger Walk

A CROP HUNGER WALK NEEDS YOU!

CROP Hunger Walks help stop hunger, thanks to people like you. People who take the lead, and challenge their neighbors to get involved as well.

Every community, every CROP Hunger Walk is unique. With more than 1,000 Walks held each year around the U.S., they all have one thing in common: good leaders who work together to form a strong team. Here are the key roles to make a successful event:

COORDINATOR

You're the spark . . . the decision-maker!

- Set all meeting dates
- Convene the organizing team
- Communicate with your Church World Service specialist
- Encourage your team to innovate and be creative

You keep your team on track!

TREASURER

You take care of all the money!

- Instruct recruiters on how to handle donations and envelopes
- Remit all funds to CWS
- Report to the planning team, CWS and participating groups

Good record keeping is the key to a successful Walk!

RECRUITMENT LEADER

You find the people who will recruit Team Captains and Walkers!

- Identify and contact walking groups from all areas of the community
- Plan the recruiter's workshop along with the education leaders to have a meaningful program
- Encourage teams with tips and techniques for fundraising
- Make a report with contact names and info for each team

Personal contact is the key to your success!

BUSINESS SPONSORSHIP LEADER

Your business is to get businesses involved!

- Contact local corporations and businesses to sponsor your Walk with cash and in-kind donations
- Ask business leaders to join the planning team
- Encourage participation by teams of Walkers from businesses
- Raise awareness of matching gift opportunities

You expand the Walk's reach into the larger community.

ARRANGEMENTS & LOGISTICS LEADER

Walker safety is your top priority!

- Plan the Walk route and Walk Day logistics
- Work with the city for permits, etc.
- Arrange for water stops
- Put up and take down all route markers
- Coordinate the registration process
- Facilitate the production of a promotional item

Your work is all about Walk Day!

ONLINE ENGAGEMENT LEADER

You oversee all internet-based outreach!

- Provide regular updates for the local website, particularly in months around Walk Day
- Maintain social media accounts for the Walk—use suggested timeline
- Help Walk leaders to register teams online at crophungerwalk.org

You utilize technology to have a greater impact.

PUBLICITY LEADER

You spread the news!

- Make contacts with all local media
- Arrange radio and TV public service announcements
- Prepare news releases (CWS has samples)
- Put up posters and plan other promotional ideas
- Get local media to cover your event

Check out our website for publicity tools: resources.crophungerwalk.org/publicity

EDUCATION LEADER

You help people understand the need - and the difference they can make!

- Provide a mission moment during each planning team meeting
- Make Walk Day an experience — planning hunger and poverty simulations and awareness-building activities for Walkers
- Help recruiters understand how to use the educational tools available to them
- Share information about who is hungry, what are the causes and how CWS is responding
- Help recruiters and Walkers find ways to advocate for the hungry—write a letter to the newspaper, join Bread for the World, etc.

Learn more and pass your knowledge on to others.

DATA MANAGER

You ensure accurate collection of contact information for all participants.

- Train volunteers to implement Sign-In process on Walk Day
- Ensure any hand-written data is translated electronically to the CWS Excel spreadsheet (located at <http://support.crophungerwalk.org/data-worksheet>)
- Submit the spreadsheet to forms@crophungerwalk.org

Note: CWS respects the privacy of our supporters and will never sell donor data. The contact information will be used to better recognize, encourage and maintain hunger champions from year to year.