



THE NATIONAL
**CROP
HUNGER WALK**
ENDING HUNGER ONE STEP AT A TIME

Media Toolkit



WHEN YOU WALK, LIVES ARE *transformed*

For over 50 years, CROP Hunger Walks have been empowering communities across the United States to respond to the global challenges of hunger, poverty, access to education, and clean water. With every step you take, you are transforming communities by ensuring access to nutritious food, giving kids a chance at a good education, increasing availability of clean water for drinking and hygiene. With every step you take, families and communities have the chance to lift themselves out of extreme poverty. We know that your friends and family will be inspired by your care and generosity. You show us that everyday people like yourself are champions in the fight against hunger!



YOUR MEDIA TOOLKIT CONTENTS

1

**WHY TALK TO
THE MEDIA?**

2

**HOW TO CONTACT
REPORTERS**

3

KEY TIPS

4

FACT SHEET

5

SAMPLE LETTERS



WHY TALK TO THE *media?*

Speaking with your local media is a valuable part of opening people's eyes, hearts and minds to the reality of hunger in your community and around the world. Your support will make a real difference to the lives of our neighbors no matter where they are. You can create change in your community by raising awareness of this important issue through the CROP Hunger Walk

- It encourages more people to participate in the CROP Hunger Walk, sponsor their friends, and sponsor you!
- It shares a positive news story about people in the United States taking steps to end hunger.
- It starts a conversation about hunger, poverty, and displacement in the world and the ways ordinary Americans can respond.

HOW TO *contact* REPORTERS

We're here to help you reach out to your local media. Follow these simple steps and you'll be on your way to being featured in a great local news story!

- Determine where you want to pitch a story. Your local newspaper is a great place to start. We also recommend considering local news or NPR radio stations and TV morning shows.
- Email us at media@cwsglobal.org and let us know of your plans. We will help you find the correct contact information for your local reporters, which can be quite hard to find on the internet.
- Think about what is unique about your story. Why are you doing the CROP Hunger Walk and are you doing it with others? Is the distance you will walk a particularly challenging length for you? What does it mean to you and your community to give back in this way? Finding a way to make the Walk newsworthy is another great tool for promoting your walk.
- Send a personal email to the reporters/producers/bookers for the outlets you want to pitch. Send them the background info we will supply, as well as your own story. On [page 6](#) is a sample email you should adapt in your own voice.
- Follow up! Didn't hear back from your email? That doesn't mean the reporter wasn't interested. They often have breaking news and deadlines to contend with and may have seen your email but forgotten to respond. We recommend sending a friendly follow up email 24-48 hours after the first email, and again a few days later if you still haven't gotten a response.



KEY tips

Before you reach out to a reporter for an interview you should sit down and take some time to think about what you want to say about the CROP Hunger Walk and why you're doing it.

It's best to prepare your story and key messages you want to get across. This can be a bit of a daunting task, so we have put together some background information on the CROP Hunger Walk that we recommend you send to the journalist. [Click here](#) for a copy of that.

To help you find your key messages and share them effectively with a reporter, here are some tips and questions to get you started:

- Think about what will resonate most with listeners, viewers and readers. What motivated you to do CROP Hunger Walk? How long have you been walking? What's the best thing for you about CROP Hunger Walk? Be personal and share your feelings. Remember, reporters want to talk to you because they want to share your experience!
- Always bring it back to focus on the people you're helping. Explain how the money you raise will impact lives and use the interview as an opportunity to increase awareness of the issues around hunger and poverty both locally and globally.
- Focus on the humanitarian needs of people who are dealing with hunger, not the politics. Many around the world have long been in need of food, shelter and work, and are now faced with the impact of COVID-19.
- Be honest – and don't exaggerate. If you don't know the answer to a question, it's okay to say that you don't know. If the interview isn't live, feel free to tell the reporter you'd be happy to follow up with them afterwards with an answer to a specific question, and reach out to media@cwsglobal.org.
- How you sound is important. If it's a radio or television interview, be confident and try to inject a bit of energy into your voice. Smile when you're talking about something light – it makes a real difference to how you sound.
- Don't forget to name check CWS and CROP Hunger Walk: Try and mention us at least once – but don't overdo it! Remember the reporter wants to talk to you because they're interested in your story, they don't want you to be a salesperson for the CROP Hunger Walk.
- Unless you're doing a television interview, you'll likely be talking to a reporter over the phone. If so, write out some of the key things you want to get across and have them in front of you. Don't read them, just use them as reminders, and be natural.
- At the end, ask if you can share a link for more info. It could be your personal fundraising page, or the CROP Hunger Walk website at crophungerwalk.org/usa.
- Lastly, when you're done, ask the reporter when the article or segment will air, letting them know that you're excited to share it with your network.



Fact SHEET

690 million people in the world suffer from chronic hunger, including up to 42 million people in the United States.^{1,2}

Because of the Covid-19 pandemic, hunger is on the rise globally. 250 million people may face life-threatening food shortages, up from 150 million before the pandemic.³

60% of people living with hunger are women.⁴

Of the 23 hotspots where acute food insecurity is increasing in scale and severity⁵, CWS has explicit food security programs in six of them (Guatemala, Honduras, Nicaragua, Haiti, Kenya, Myanmar).

258 million children around the world lack access to primary education.⁶

Because of the pandemic, 20 million more secondary school girls could be permanently out of school.⁷

Globally, some 2.2 billion people do not have safely managed drinking water services, 4.2 billion people do not have safely managed sanitation services, and 3 billion lack basic handwashing facilities.⁸

1. <https://www.un.org/en/global-issues/food>

2. <https://www.feedingamerica.org/hunger-in-america>

3. <https://docs.wfp.org/api/documents/WFP-0000129022/download/>

4. <https://www.unwomen.org/en/news/in-focus/commission-on-the-status-of-women-2012/facts-and-figures>

5. <http://www.fao.org/news/story/en/item/1418264/icode/>

6. <https://www.unicef.org/reports/global-annual-results-2019-goal-area-2>

7. <https://malala.org/newsroom/archive/malala-fund-releases-report-girls-education-covid-19>

8. <https://www.who.int/news/item/18-06-2019-1-in-3-people-globally-do-not-have-access-to-safe-drinking-water-unicef-who>

ALL PHOTOS BOTTOM ROW: SHANLEY STUDIO



SAMPLE LETTER TO A REPORTER

Good morning,

I hope you're doing well. I have a local story I thought you would be interested in covering for **[OUTLET NAME]**. This year, on **[DATE OF YOUR WALK]**, I will be walking 3.7 miles, which is the same distance that many people in the world must walk daily to access food, water, or education, to provide lifesaving support for some of the world's most vulnerable people. The initiative is called the CROP Hunger Walk and I'll be doing it right here in **[TOWN/CITY NAME]**.

[I DECIDED TO DO THIS BC INSERT 1-2 SENTENCES OF PERSONAL STORY] My family and friends have sponsored me to participate in the CROP Hunger Walk. The money raised will support sustainable solutions to hunger, poverty, displacement, and disaster around the world... **[I'VE BEEN WALKING WITH CROP HUNGER WALK FOR X YEARS]** OR **[THIS IS MY FIRST TIME WALKING.]** I've been concerned about the growing number of people suffering from hunger in the world for some time. And now, the devastating impacts of coronavirus on vulnerable groups made me want to do something more. I think your audience would find my story interesting and eye-opening, so I'd be happy to talk with you about it.

I have attached background information on the program which will help you understand why my story should be shared. Please feel free to let me know if you would like to chat more.

Thanks in advance for your consideration,

[YOUR NAME]

SAMPLE LETTER TO AN EDITOR

Dear Editors,

A recent report from the United Nations' World Food Program, the WFP Operational Response Plan 2021 draws needed attention to the growing global hunger crisis exacerbated by COVID-19. As a member of the **[YOUR TOWN]** community, I am deeply concerned about this. As Church World Service president Rick Santos points out, "The only way out of this crisis is to invest in new solutions that build stable livelihoods such as climate resilient agriculture, disaster risk reduction and grassroots community development. We must also support the right of people to move freely when staying put is not an option."

This is why this fall I will join with members of our own community along with thousands of compassionate Americans, to participate in the CROP Hunger Walk to raise funds to support programs in 35 countries to address this global crisis. This work is more critical now than it has ever been.

Thank you,

[YOUR NAME]