



SHARE YOUR STORY

Sharing your story has NEVER been easier. And with the nature of social media, you can do it quickly - in about 1-3 minutes.

Authenticity is key – the appeal of your story comes in it not being highly produced pieces of cinematography, but rather a personal message to your friends. People want to hear from YOU – and most want an opportunity to do good, so this is a great way for you to do both.

How do I tell my story?

You can tell your story in a variety of ways.

You can prerecord your message using the camera app on your phone, tablet or computer and then post it to any number of social media sites.

You could also tell your story using the Facebook or Instagram LIVE feature. This is a great feature since Facebook will notify your connections for you! Walking with someone else? Then go live together on Instagram! Just start your live video and click “add guest.”

Feeling creative? Get some stats from our resources (1 in 4 people globally are hungry, \$15 can provide chickens in Tanzania, etc) and/or add some graphics – maybe create a TikTok video or Instagram Reel!

What should I talk about?

Really whatever you want! – but if you want some prompts, you can use these below:

- Why you signed-up for the CROP Hunger Walk
- How people can donate to you and what difference their donation makes
- General information about the work of CWS (cwsglobal.org)
- Statistics about CWS programs or stories about people in need
- Your fundraising goal and how people can help you reach it
- Invite others to sign-up and join you

No matter **HOW** or **WHERE** you decide to tell your story, just be authentic and share from your heart. Don't be afraid to ask – most people love having the opportunity to help those in need and you are simply giving them that opportunity to make a tremendous difference in the lives of vulnerable neighbors near and far!

