

# CROP Hunger Walk Team Captain's Guide

Preston Haggert / CROP Hunger Walkathon West



## 8 Steps to Success

1. Ask everyone to join your team and fundraise to end hunger!
2. Set an ambitious goal for your team to raise.
3. Ask leaders in your community to be involved.
4. Set up a page for your team at: [crophungerwalk.org](http://crophungerwalk.org)
5. Promote the walk!
6. Make it fun!
7. Collect donations and turn into the Walk treasurer promptly.
8. Say thank you to your teammates!

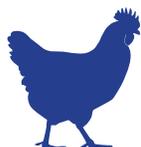
**SUGGESTED GOAL: \$150 or more in contributions per walker.**

My congregation/group goals: \_\_\_\_\_ walkers x \$ \_\_\_\_\_ (amount per walker) = \$ \_\_\_\_\_ Total

## Here's what reaching your goal can achieve:



**\$18**  
seeds for a  
community  
garden



**\$50**  
chickens  
for two  
families



**\$100**  
a community  
farming  
workshop



**\$850**  
clean  
water for  
100 people

## 1 Set goals.

- Aim for at least 10% of your active membership.
- If your group walked last year, try to increase the number of walkers by 25%.

## 2 Get your leaders involved.

- Enlist your pastor/priest/rabbi, school, organization and community leaders to walk.
- Encourage them to promote the event, too!
- Share copies of the Education/Worship Resource with your pastor, youth leader, mission chair.

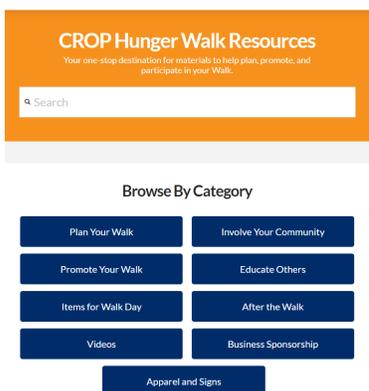
## 3 Promote! Promote! Promote!

- Publicize your congregation's fundraising goal and the number of participants you hope to recruit. Post progress on a drawing of a giant sneaker, walking stick or footprints. Challenge every member of your congregation to participate as a walker, donor or volunteer.
- Put the date of your Walk on the printed and online calendars of your congregation or organization. Also send it to local media for their online community calendars
- Announce the Walk and encourage people of all ages to participate. Ask for time to do a Minute for Mission. Use the Education/Worship Resource to do a children's message about the Walk.



- Spread the word in weekly publications such as bulletins, newsletters, etc. Put up posters in prominent places.

- Show CROP Hunger Walk promotional videos at gatherings.



## 4 Recruit people to walk.

- Set up and staff a sign-up table every week for 3 to 4 weeks before the Walk. Stand in front of the table and invite people to participate.
- A direct invitation to each prospective walker is more effective than a general appeal.
- Be sure your walkers fill out the top of their Walk donation envelope completely.
- Organize teams of walkers from each group you want to recruit – classes, choir, women's and men's groups, youth groups, service clubs, sports teams, businesses, etc. Remind them they can raise money as a team online, too!

## 5 Suggest ways for walkers to raise money, including online.

- Encourage walkers to start by setting a personal fundraising goal and sponsoring themselves.
- Invite them to think about who they are going to ask to donate from their family, friends, congregation, work, school.
- Encourage as many walkers as possible to solicit donations via email. It's easy. They can sign up at [crophungerwalk.org](http://crophungerwalk.org). See back page for more details.
- Encourage walkers to ask their sponsors whether their employer has a matching gift program – which might double their contribution!

### How a walker can raise \$150 to help hungry people:

- |   |      |
|---|------|
| 1. Put in their own \$30                | \$30 |
| 2. Ask their significant other for \$30 | \$30 |
| 3. Ask two friends for \$15 each        | \$30 |
| 4. Ask two people at work for \$15 each | \$30 |
| 5. Ask two neighbors for \$15 each      | \$30 |
| <b>Total \$150!!</b>                    |      |

## 6 Make a splash on Walk day!

- Recognize Walk participants in congregations by asking them to come forward during the service. See the Education/Worship Resource for a blessing you might use.
- Encourage people to wear CROP Hunger Walk T-shirts. Have families with young children decorate wagons or strollers.
- Construct a banner with your organization's name on it and make signs to carry in the Walk.
- Consider collecting all of the donation envelopes prior to the Walk, so that one person can register all of your walkers as a group. Be sure each "Statement of Consent" on the envelope is signed.



## 7 Turn funds in to the Walk treasurer promptly.

- Encourage your walkers to collect their donations when their donors make a commitment.
- Remind walkers to collect all additional funds and turn them in to you within two weeks. Bulletin notes and announcements will be helpful reminders.
- Ask walkers to turn in all used and unused Walk donation envelopes.

## 8 Say thanks!

- Be sure to thank all your walkers and donors on behalf of CWS and all the neighbors they've helped around the world.
- Report back on the impact of your event: number of people who walked; how much was raised – both from the entire Walk and from your congregation or group; and how much will be used locally.
- Check out other ways to help build a world with enough for all at [cwsglobal.org](http://cwsglobal.org).

## Walk online! [crophungerwalk.org](http://crophungerwalk.org)

Make sure you promote the online page with your team mates. Many walkers have more than doubled the money they raise using the website - and it helps you reach beyond your congregation/organization for support!

- As the Team Captain, you (or someone who is helping you) need to **set up a page for your team in advance of your recruiting**. It is one step in the short registration process. Then, you can promote the website and encourage people to register on your team.

Be sure to include the short url for your team in your bulletins and newsletters so that your members can join your team and contact their friends and family via email to ask for support.

- **Alert your members that they can join in the CROP Hunger Walk online – even if they can't walk** – by contacting their friends and family via email to ask them to support the event. Be sure to put a link in your online bulletins and newsletters: [crophungerwalk.org](http://crophungerwalk.org).

**Questions? Contact your local Walk coordinator!**



P.O. Box 968 • Elkhart, IN 46515  
888-CWS-CROP • [cwsglobal.org](http://cwsglobal.org)



#CropHungerWalk



## How does online fundraising work?

- To register, or for more information, go to: [crophungerwalk.org](http://crophungerwalk.org)
- Type in the name of your walk in the search bar in the upper right or the name of your city in the search bar above the map.
- Click on the blue Register button and follow the simple step by step instructions.
- Start emailing family and friends to donate in support of you and your CROP Hunger Walk!

Carl King / Austin CROP Hunger Walk



# JOIN US.