

CROP Hunger Walk Team Captain's Guide

Preston Haggert / CROP Hunger Walkathon West



Carl King / Austin CROP Hunger Walk

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
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.

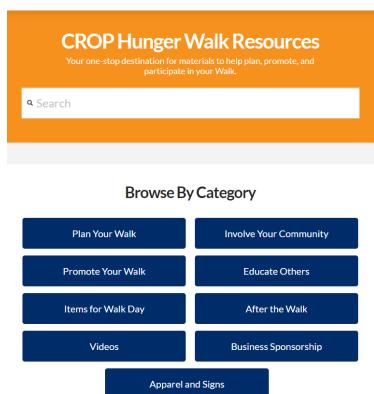
3 Promote! Promote! Promote!

- 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**. 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 |
| Total | | \$150!! |

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.

Walk online! 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.

Questions? Contact your local Walk coordinator!



P.O. Box 968 • Elkhart, IN 46515
888-CWS-CROP • cwsglobal.org



#CropHungerWalk



How does online fundraising work?

- To register, or for more information, go to: 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!

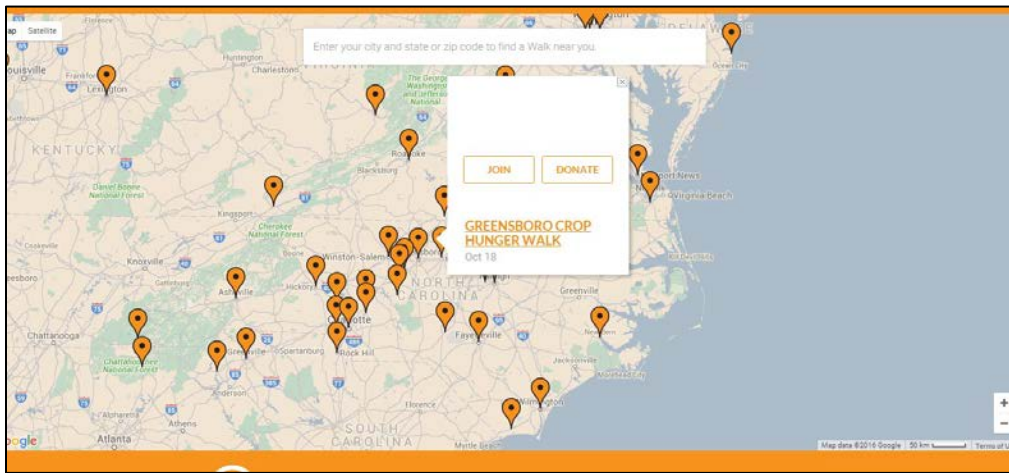
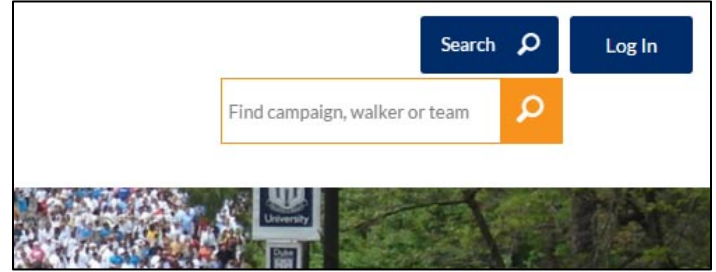
Carl King / Austin CROP Hunger Walk



Find a Walk near you

Visit www.crophungerwalk.org and use the map or the search tool to find a Walk near you.

The map functions like a Google Map. Use the zoom function in the lower right corner to zoom in on your state, and then click the orange marker for your walk.



Click the “Join” button

Click the “Join” button on the popup menu. If you’d prefer, you can go to your Walk’s website by clicking on the Walk’s name, and then click “Register”.

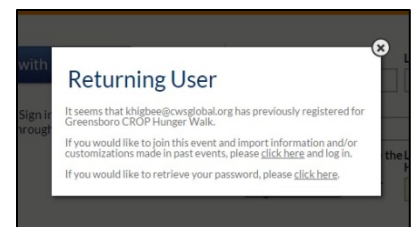


Sign Up

Sign up using your Facebook account, or type your name, email address and password, and click “Create your account”.

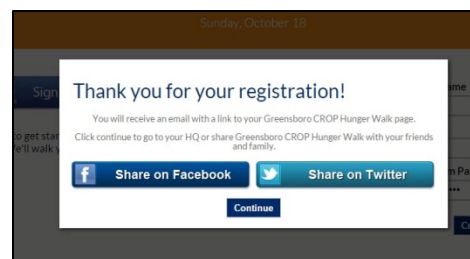


If you’ve already registered for a walk, and can’t remember your password, simply fill out the registration form with your email address. You’ll see a pop up box with links for joining a Walk and retrieving your password.



Verify Your Account

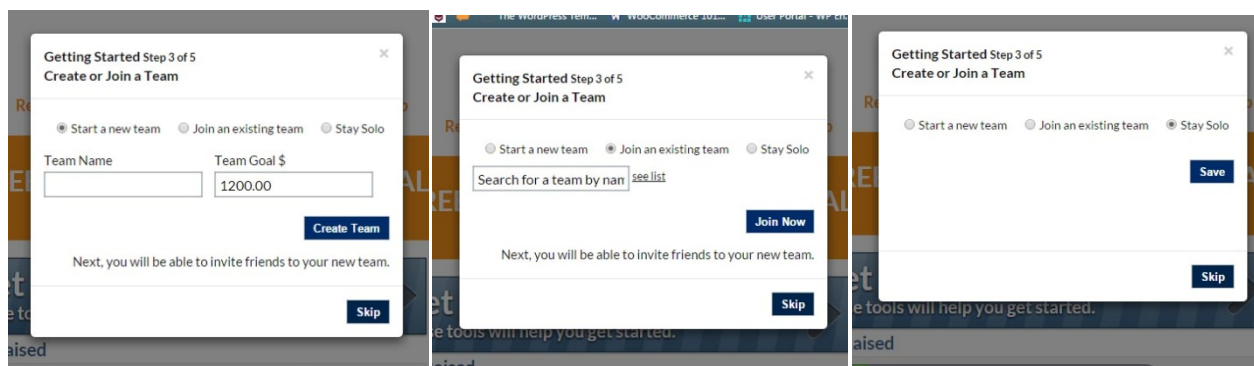
Once you login, you'll need to verify your account. Simply go to your email inbox and find the email from the Walk you registered for. Open the email and click on the verification link.



Get Started

Once you hit “continue”, the site will prompt you to do five things to help you get a start on creating your Walk profile.

1. Update Your Personal Image: You can upload a picture of yourself from your computer, or import one from Facebook or Twitter.
2. Create a Custom URL: This URL is for your personal fundraising page. It will be used in your email blasts and social networking posts.
3. Create or Join a Team: This allows you to create a team with a Walk goal, search for existing Walk teams, or to simply stay solo.

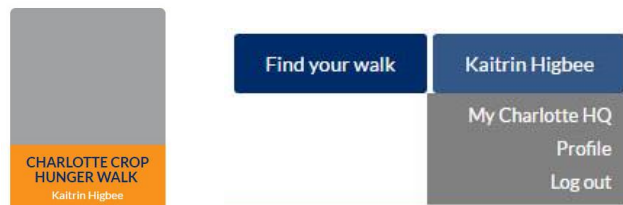


4. Donate Towards Your Goal: You can be the first to donate towards your goal. Simply type in the donation amount, your billing address, and your card number, and click “Donate”.
5. Account Details: Here you can change Account Details. Your personal goal, personal URL, name, photo, password and address are all located here. Click save if you make any changes.

Thank you! You are helping to end hunger one step at a time – in your community and around the world!

Log in to your HQ

Your HQ is the perfect place to check on your fundraising progress, send emails to friends and family, share with others on social media, and so much more! Here's how you get there:



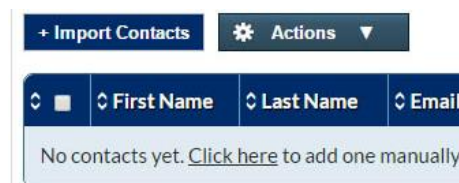
Log in to www.crophungerwalk.org and click on the box that has your Walk's name. That will take you to your personal page. Then hover over your name in the top right corner, and click "My ... HQ".

Send email to friends and family

Email is a great way to involve others in your Walk – whether near or far. Invite them to join or support you online – quickly and securely. Log in to your HQ to get started.

Adding and managing your contacts

Adding one at a time: Click "Import Your Contacts" in the right column. Then click the down arrow on the "Actions" button, and select "Add Contacts" from the drop-down list. In the pop up box, enter the contact's name, email, and a greeting that can be used in your message. Then click "Add". You can continue adding as many contacts as you want, and click the "x" when you are finished.

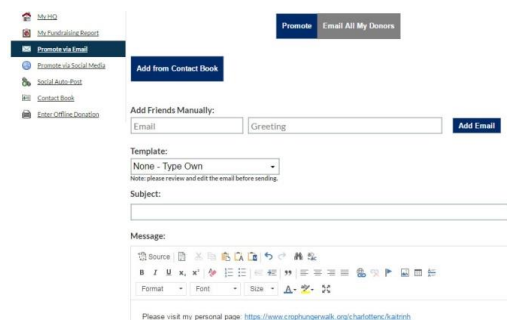


Import from your email: You can also import your contacts from your Gmail, Yahoo or other account. From the main HQ page, click the same "Import Your Contacts" link, then click "+ Import Contacts", and choose your email client. Follow the instructions provided for your email client.

Removing contacts: To delete people from your contact book, simply click the box next to their name, go up to "Actions", click the down arrow and click "delete". You will be asked to confirm via pop up box.

Sending email messages

Log in to your HQ, click the "Promote via Email" link on the left column, and you'll see the message composer. You can add email addresses manually, or click "Add from Contact Book" and check the boxes next to the contacts who should receive the message. **Note:** The system will send to a maximum of 20 email addresses at a time, so do not select or enter more than 20 recipients.



You can create your own message, or start with a pre-built template using the "Template" drop-down list. After customizing your message, you can simply send it right out, or save it as a new template

for use in the future (helpful if you're sending the same message to a large group of contacts).

This is important! For security reasons, you are required to verify your email address before sending email through the system. You will receive an email asking you to verify your account by clicking a special link. Simply click that link and you'll be good to go.

Spread the word on social media

You can connect to your Facebook, Twitter and LinkedIn accounts in your HQ. In the right column of your HQ, click "Connect to your Social Networks". Click the "Connect" button for the account you'd like to link up and you will be prompted to log in to that account.

Setting up automatic social posts

Once you've logged in to that account, you can choose what types of posts (if any) you would like www.crophungerwalk.org to automatically post to your Social Network account. Auto-posts can trigger when you receive a donation, update your goal and/or update your personal page.

Want to make a change to these settings? It's easy to do. Go back to the "Social Auto-Post" link in the left column of your HQ and you'll see any accounts you have connected. You can click or unclick the boxes beneath Auto Share to choose which types of posts you would like to share, and click "Save Settings". If you want to disconnect a Social Network, simply click the "x" next to the Social Network that you want to disconnect.

Manually sharing via social media

If you'd prefer to manage social media posting on your own, your HQ can help you with that, too. Click the "Promote via Social Media" link in the left column of your HQ and select the account you'd like to share from. The relevant message fields will appear below the icons with starter content, which you can customize as you like, then connect with your account to send.



Thank you! You are helping to end hunger one step at a time – in your community and around the world!

TEAM (CONG/SCH/ORG) _____

TEAM CAPTAIN'S NAME _____

EMAIL _____

PHONE _____



Walker Name <i>(Please print clearly)</i>	Email (18 over) <i>(Please print clearly)</i>	GRAND TOTAL <i>(Checks + Cash)</i>	Statement of Consent for Walkers	
			<i>Signature line has an adult signature with a date</i>	<i>Box is checked for Walker under 18 yrs</i>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
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			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
# of Walkers:		\$		

Transfer information from Donation Envelopes to this form.

TEAM (CONG/SCH/ORG) _____

TEAM CAPTAIN'S NAME _____

EMAIL _____

PHONE _____



Walker Name <i>(Please print clearly)</i>	Email (18 over) <i>(Please print clearly)</i>	GRAND TOTAL <i>(Checks + Cash)</i>	Statement of Consent for Walkers	
			<i>Signature line has an adult signature with a date</i>	<i>Box is checked for Walker under 18 yrs</i>
Rick Park Sr	youngstowncrop@gmail.com	25.00	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Rick Park Jr		25.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
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			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>
# of Walkers: 2		\$50.00		

Transfer information from Donation Envelopes to this form.

CORPORATE AND MATCHING GIFT SUPPORT TO CHURCH WORLD SERVICE

Many employers have programs that match charitable contributions made by their employees. Therefore, donations to the CROP Hunger Walk may double or even triple. These are some corporations and foundations who have provided valuable matching gift support to CWS.

A

Adobe Systems Incorporated
ADP Foundation
AES Cayuga, LLC
Aetna Foundation Inc
AIG Matching Grants Program
Allegro MicroSystems Inc
AllianceData
Alliant Energy Foundation
Allstate Giving Campaign
Altria Group Inc
AMD (Adv. Micro Devices)
American Express Foundation
American Institute of Toxicology
America's Charities
Ameriprise Financial
Ames Planning Associates Inc
Amgen Foundation
Amica Companies Foundation
Aon Foundation
Applera Corp
Argonaut Group Inc
Armstrong Foundation
Arthur J Gallagher Foundation
Assurant Foundation
AT&T
Aventis FBD Consulting
AXA Foundation
Axiom Engineers Inc

B

Bank of America
BD
BearingPoint Charitable Fdn
Ben & Jerry's Foundation
Benjamin Moore & Co
Bill & Melinda Gates Foundation
Black & Decker
Bon-Ton Stores Foundation
Booz Allen Hamilton Inc
BP Foundation Inc
Bristol-Myers Squibb Co.

C

C R Bard Foundation
Cadence Design Systems Inc
California Wellness Foundation
Capital Group Co Inc
Cardinal Health Foundation, Inc
Charles Schwab Corp Foundation
Charles Stewart Mott Foundation
Chevron
Choice Hotels Intl Foundation
Chubb Corporation
Citgo Petroleum Corporation
Citigroup Foundation
CNA Foundation
Community Shares of Minnesota
Computer Associates
ConocoPhillips
Cooper Industries Inc
Covidien
Corn Products International
Credit Agricole Asset Management
CRP Industries
CSG Systems, Inc

D

Dannon Company Inc
Dell Direct Giving Campaign
Deutsche Bank Americas Fdn
Dominion Foundation
Dow Jones & Company
DST Systems, Inc
Dun & Bradstreet Foundation

E/F

Eastern Bank Charitable Foundation
Edison International
EnCana Cares Foundation
Energizer
EnPro Industries, Inc
Esurance Insurance Service, Inc
ExxonMobil Foundation
Federal Home Loan Bank of NY
First Data Corporation
Fleet Matching Gifts Program
FM Global Foundation
Freddie Mac Foundation
Friedens Reformed Ch Foundation

G

Gannett Foundation
GAP Foundation
Gartner
GE Foundation
GEICO
Genentech Givingstation
General Re Corporation
Genworth Foundation
George Fischer Signet, Inc
Gerber Foundation
Gillette Company
GlaxoSmithKline Foundation
Global Impact
GMAC Residential Funding Corp
Google
Gorton's
Grainger Inc
Green Mountain Coffee Roasters

H

Halliburton
Harcourt, Inc
Harris Bank Foundation
Hartford Insurance Group
HHHunt Corporation
Home Depot Foundation
HSBC
Hudson City Savings Bank

I

IFF Foundation Inc
Illinois Tool Works Foundation
Indiana Business Bank
ING
Insurance Services Office, Inc
Intercontinental Hotels Group
Intuit Foundation
IWIF

J

J K Group, Inc
Jefferson-Pilot Corporation
John Hancock Financial Service
JP Morgan Chase Foundation

K

Kansas City Southern
Kellogg's Corp Citizenship Fdn
Kimberly-Clark Foundation Inc
Kirkland & Ellis Foundation
Kraft Foods

L

LandAmerica Foundation
Lane Industries Inc
Legg Mason & Co
Leo Burnett Company Inc
Levi Strauss Foundation
Lilly Endowment Inc
Lincoln financial
Lubrizol Foundation

M

MacArthur Foundation
Magnetech International
Markem
MasterCard International
Maytag Corporation Foundation
Mc Donald's Corporation
Mc Master-Carr Supply Co
Mennonite Foundation
Merck Partnership for Giving
Merrill Lynch & Co Foundation, Inc
Microsoft Corporation
Millipore Foundation
Monsanto Fund
Monterey Fund, Inc
Motorola Foundation
Mueller Co

N/O

National Grid USA Service Co
National Starch and Chemical
NCAComp, Inc
Newmont Mining Corporation
NGM Charitable Foundation
Nicor Gas
Nordson Corporation
Northrop Grumman Systems Corp
Oracle Corporation

P

Pennsylvania Lumbermen's
PepsiCo Foundation
Pfizer Foundation
PhilipMorrisUSA
Phoenix Foundation, Inc
Pioneer Hi-Bred International
Pitney Bowes
PJM Interconnection
Portland General Electric Co
PQ Corporation

P (continued)

Progressive Casualty Insurance
Prudential Foundation
PSEG

Q/R

Quintiles
R W Scobie, Inc
Robert Wood Johnson Foundation

S

Safeco Insurance
Saint-Gobain Corporation
Foundation
Sallie Mae Fund
San Diego Foundation
Schneider Electric/Square D Fdn
Schnitzer Steel Industries Inc
Skagit Valley Medical Center
Sony Ericsson
Southern California Gas Company
Spansion
SPX Foundation
St Paul Companies Inc
Stanley Works
Subaru of America Foundation
Sun Microsystems Foundation
Susquehanna Intl Group

T/U/V

TCF Foundation
Tellabs Operations Inc
Temple-Inland Foundation
Tennant Foundation
Thomson West
Thrivent Financial for Lutherans
Tupperware Brands Corp
TYCO
UBS Financial Services
Unilever United States Foundation
US Bancorp Foundation
Verizon Foundation
Vocollect

W

W K Kellogg Foundation
Wachovia Foundation
Walnut Foundation
Washington Mutual Foundation
Washington Post
Wellpoint
Western Athletic Clubs Inc
Whiting Oil & Gas Corp
William E Simon Foundation
Winn Dixie Stores Foundation
Winston & Strawn Foundation

X/Y/Z

Xcel Energy Foundation
XL America
Yahoo!
Yum! Brands Foundation, Inc
Zinpro Corporation



TIPS FOR TEAM CAPTAINS

ONLINE FUNDRAISING

Take advantage of online giving! No hands-on collection required! Safe and efficient!

- Set up a Team site for the people of your congregation/school/organization's at www.crophungewalk.org and encourage them to register online once it's set up! It is safe and efficient.
- Prime the pump – make a contribution to yourself online before asking others to do so. This motivates others to give!

DONATION ENVELOPES & TEAM CAPTAIN PACKET (OFFLINE FUNDRAISING)

Be creative and safe (abiding by our Health Dept.'s mandatory and best practice guidelines) when distributing and collecting these items! You can make it happen!

What do I do with the Walker Donation Envelopes?

1. Collect all DONATION ENVELOPES from team members who have fundraised offline prior to arriving to the Walk.
2. Check that all blank lines are filled in.
3. Check that contributions are enclosed and sealed in the envelope.
4. Check that the total amount of checks (written to CWS/CROP) and cash and the GRAND TOTAL of both are written on the appropriate blank lines.
5. Check that the shaded **Statement of Consent for Walkers** box is signed and dated by the adult or that a parent/guardian has signed for a minor.
(This signature verifies understanding of your personal Walk risks, physical preparedness and use of photos and quotes for promotion at your individual or group CWS/CROP Hunger Walk.)
6. Check that the parent/guardian box has been checked for the Walker under 18 yrs if walking in a group.

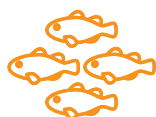
What do I do with the Team Captain's Packet?

1. Fill out the blank lines at the top of the TEAM CAPTAIN'S PACKET for TEAM (CONG/SCHOOL/ORG), TEAM CAPTAIN'S NAME, EMAIL, PHONE
2. Transfer the information from each Walker's DONATION ENVELOPE to the back of the Team Captain's Packet:
 - **Name** (First Name and Last Name)
 - **Email** (Only for 18 and over)
 - **GRAND TOTAL** (Checks + Cash = Grand Total)
 - **Statement of Consent for Walkers** (Check mark(s) has/have been made in appropriate box(es))
3. Total the # of Walkers and the GRAND TOTAL from each of the DONATION ENVELOPES in the packet.
4. Enclose all the team members DONATION ENVELOPES in the TEAM CAPTAIN'S PACKET.
5. Please drop off your TEAM CAPTAIN'S PACKET to the Poland United Methodist Church, 1940 Boardman Poland Rd, Poland OH 44514, **Monday, October 12 - Tuesday, October 13 from noon - 1 p.m. or 7 - 8 p.m.** in the CROP Hunger Walk barrel under the portico on the west side of the building.



YOUR GIFTS AT WORK

Every dollar you receive or donate to the CROP Hunger Walk is powerful in the fight to end hunger. And in the Dominican Republic, hunger is on the rise. Recent droughts have hit agricultural communities hard while other parts of the country are losing their crops to continuous flooding. Your support gives stability to families in unpredictable times. Here are some estimates of what your gifts could add up to in the Dominican Republic:



\$20 - 200 BABY FISH

Provides a great source of nutrition



\$60 - ONE PIG

Connects a family to one long-lasting source of income



\$90 - COFFEE BEANS

Equips farmers with a resilient coffee crop



\$120 - FISH NURSERY POND

Constructs a pond so a family has a nearby source of nutrition



\$250 - TWO BEEKEEPING SUITS

Protects beekeepers while tending to the hives and collecting honey



\$950 - SEEDLINGS FOR TWO COMMUNITY NURSERIES

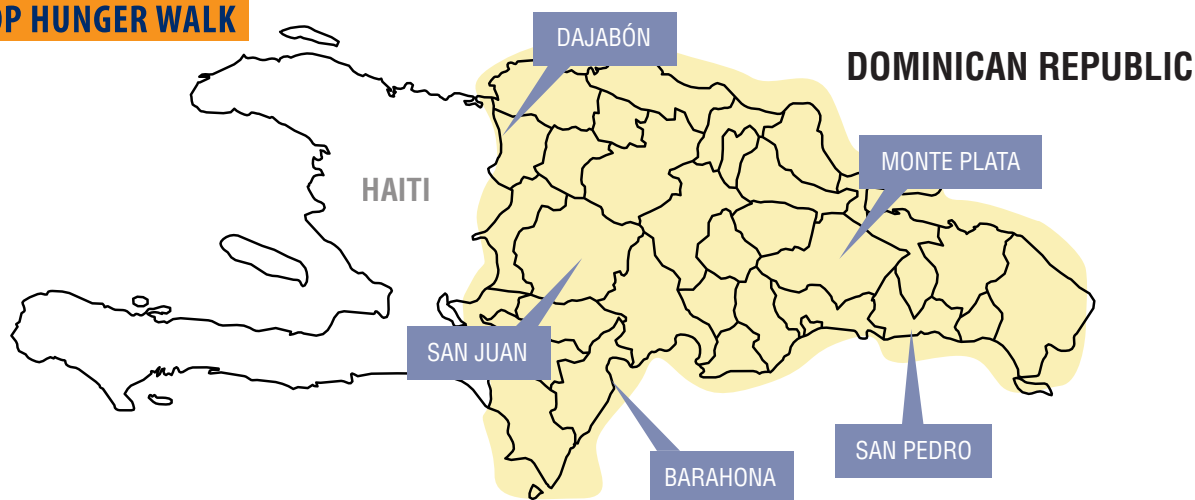
Provides coffee and cocoa beans, as well as several types of resilient fruit and tree seedlings



\$2,500 - 25 BEEHIVES

Gives a family everything they need to produce honey to eat and sell

RAISING *animals*; GROWING *communities*.



RAISING *animals*; GROWING *communities*.

The Dominican Republic is a country full of extremes. It has both the tallest mountain *and* the lowest elevation in the Caribbean. It deals with droughts, floods, earthquakes and hurricanes... all in one stretch of land that's smaller than West Virginia.

The extremes don't stop there: nearly one third of the population faces poverty. Rural communities are hit hard because people live farther from basic services. Many daily needs - including food - cost more. Hunger is an issue. And, with an unpredictable climate, there can't be just one solution.

That's why your CROP Hunger Walk is so important.

You're helping families develop their own gardens, farms and fishing ponds so they have many ways to stand strong in extreme situations. Your support means affordable and homegrown food for families. CROP Hunger Walks help 30,000 people who are vulnerable in the Dominican Republic.

But there's still a great need. Around 3,000 families hope that these life-changing food solutions will reach them. When you raise funds for your CROP Hunger Walk, you're reaching out to them.



Ismael's Story

Ismael and his neighbors in Dajabón aren't getting enough to eat. They can't afford to buy fish and recent droughts have made it difficult to grow crops.

Your CROP Hunger Walk supports the Fish Training Center where Ismael is learning about fish farming. When he completes the course, he'll be able to set up his own pond and train his neighbors on how to do the same. It's a guaranteed supply of affordable nutrition for his family!

Read more about Ismael's story here:
cwsglobal.org/ismael-solis