



# Team Captain Guide

## Set goals

### Income:

- The average fundraiser raises about \$150, so use that as a baseline to help with first time goal setting for your Team.
- If your Team walked last year, try to increase the funds raised by 10%.

### Walkers/Participants

- Look for a realistic goal of Walkers from your organization, then increase by a few!
- If your Team walked last year, try to increase the actual number of Walkers and fundraisers.
- Increase the number of Walkers who set up an online fundraising page.

## Get your leaders involved.

- Enlist your pastor/priest/rabbi, school, organization, and community leaders.
- Encourage them to all promote the event.
- Share copies of the Education/Worship Resource with your pastor, youth leader, mission chair to provide ideas on ways the leader can promote and support the Walk.

## Promote! Promote! Promote!

- Publicize your Team's fundraising goal and the number of participants you hope to recruit. Post progress towards your goal in a visible way (e.g., thermometer, social media posts, bulletin announcements). Challenge every member of your organization 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. Spread the word in bulletins, newsletters, community calendars and on social media.
- Use CROP Hunger Walk resources to help with promotion (Team Captain announcements, Minute for Mission, children's message).
- Put up posters in prominent places in your church or office.
- Show CROP Hunger Walk promotional videos at gatherings.
- Promote the event on your organization's Facebook and Instagram pages. Set up a Facebook Event for your CROP Hunger Walk and invite friends, neighbors, and congregation members to the event via Facebook.

## Recruit people to walk.

- Invite everyone to participate in some way..
- Make personal invitations to potential Walkers - it is more effective than a general appeal.
- 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. Encourage them to raise money as a team online.

### 8 Steps to Success

1. Ask everyone to join your team and fundraise to end hunger.
2. Set an ambitious goal for your Walk 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.

## **Suggest ways for walkers to raise money, especially online.**

- Set a strong fundraising goal for your Team. For example, if your Team goal is to raise \$1500, and you have recruited 10 walkers, then each walker can set a goal of \$150.
- Encourage Walkers to start by setting a personal fundraising goal and sponsoring themselves.
- Set up your Team page in advance of recruiting Walkers. It is one step in the short registration process.
- To register go to: [crophungerwalk.org](http://crophungerwalk.org)
- Type in the name of your walk or the name of your city in the search bar in the upper right.
- Click on the blue Join or Start a Team button and follow the simple step-by-step instructions.
- Promote the online page with your Walk Team and invite them to join your Team. Walkers can more than double the money they raise using online fundraising. It helps you reach beyond your organization for support!
- Link your fundraising to a Facebook fundraiser. Walkers who do raise more money!
- Ask sponsors if their employer has a matching gift program - this could double their donation!

### **How a Walker can raise \$150:**

1. Self-donation \$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</b>	<b>\$150</b>

## **Make a splash on Walk day!**

- If you are church Team, ask Walkers to come forward during the service. Make it CROP Hunger Walk Day at church and encourage everyone to wear a CROP t-shirt, hat, etc. See the Education/Worship Resource for a blessing you might use.
- At the Walk, encourage everyone to wear a CROP Hunger Walk t-shirt. Have families with young children decorate wagons or strollers.
- Construct a banner with your Team name on it and make signs to carry while walking.
- Consider collecting all Team member donation envelopes prior to the Walk, so that one person can register your entire Team as a group. Be sure Walkers complete the top section of their Walk donation envelope. The "Statement of Consent" on the donation envelope must be signed.
- Throughout the day, use Facebook Live to include those that cannot enjoy the Walk in-person.
- Ask walkers to turn in all used and unused Walk donation envelopes.

## **Say thanks!!**

- Be sure to thank your Team and donors on behalf of all the neighbors they've helped. Use social media to thank Walkers.
- Report the impact of your event: goals met, number of people who walked; how much was raised – both from the entire Walk and from your Team. Highlight how much will be used locally.

## **Resources**

Team Captain Resources: [resources.crophungerwalk.org/resources/team-captains/](http://resources.crophungerwalk.org/resources/team-captains/)

Social Media Resources: [resources.crophungerwalk.org/resources/social-media/](http://resources.crophungerwalk.org/resources/social-media/)

All Resources: [resources.crophungerwalk.org](http://resources.crophungerwalk.org)