



## Tips for Success from Charlotte CROP Walk Recruiters

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### For Organizations and Houses of Worship:

- Speak to your congregation during worship to tell them about how real people are positively impacted by the funds they raise. This will inspire them to participate and raise additional funds.
- Host a children's mini-walk at your House of Worship and provide a small prize to the children who collects the most money. Prize examples: Gift cards (\$5 - \$10) to Ben & Jerry's, McDonald's, etc.
- Have a competition between classes (either school based or Sunday school class). The class that raises the most receives a group prize (i.e., pizza party, ice cream social, movie night, bowling party, etc.)
- Provide a lunch for walkers after the worship service on the day of the walk.
- Ask returning walkers to provide individual encouragement to potential walkers with your congregation or organization.
- Entice with complimentary baked goods. Set-up a table outside of the sanctuary with homemade cookies. Make an announcement during service that everyone who makes a donation today will receive a homemade cookie. (Sarah Geer)
- Match each dollars raised at your House of Worship with a dollar contributed by someone who does not go to your House of Worship. (Majid Babaie)
- Each year, we create a thermometer poster or a footprint poster. We place our fund-raising goal at the top of the image and place milestones along the side. Each week, we take a red marker and color in the poster to show our fund-raising process. The poster is visual and helps keep people excited about the progress we are making. (Sarah Geer)
- Speak with Sunday school classes EARLY ON to remind them about the walk. (Mary Telfeyan) If you are working with teens, promise them a meal after the walk. (Mary Telfeyan)
- Make time to speak with each class about the walk every week. (Mary Telfeyan) Make a skit – keep it visual! (Mary Telfeyan)
- Do the activity with two ounces of rice. (Mickey Harrison)
- Make walker recruitment announcements during worship service. (Ken Alexander)
- Have congregation to do a special offer each week for the CROP Walk. (Ken Alexander) Email your friends and acquaintances. (Jill Blumenthal)
- Set-up a CROP Walk table between Sunday school and morning worship. Provide refreshments. (Carolyn Martin)
- Communicate the NEED – tell the story of why these funds are needed. (Ron Martin)
- Have all walkers stand up each Sunday during service not only to recognize them but to also encourage others to participate by giving to them. (Ann Lake)
- Focus on middle school students in your House of Worship. Have them enlist their friends to join them in supporting and participating in the CROP Walk. (Rich Lyman)
- Select a few students and have them serve as recruiters. Have them go from class to class to do a “mini-lesson” that will inspire their peers to give/participate. (Amanda Helms)
- Feature a display of CROP Walk posters and a pair of shoes at the House of Worship's “coffee table” and have people put their CROP donations in the shoes while they are getting their coffee. (Malyn Pratt)



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### For Individuals and Small Groups:

- Ask families with kids to do the walk together as a family activity.
- Don't be afraid to ask people to walk. (Susan Wall)
- Don't be afraid to ask people for a donation. (Susan Wall)
- Ask people to be a "Spirit Walker" and donate even if they can't walk in person.
- Consider asking for a specific amount based on the person's ability to give. Encourage online donation – make it easy for people to give.
- Set-up YOUR online Charlotte CROP Walk giving page and create a customized URL and share the link with people. (Susan Wall)
- Send personal letters to friends and family members. Enclose a stamped self-addressed return envelope to make it easy for them to mail their donation back to you. (Brenda Hill)
- After you send your initial "ask" email to the people on your donor prospect list follow-up with a reminder emails every ten days. Also, send a reminder email the Friday before the walk. (Anna Castilow)
- If you are raising money online, upload all of your contacts so that they will receive an email asking for their financial support. Ask those people to share your email with their friends and family.
- Keep it simplistic! Keep a list of all contributions received and contact them every year. Also, expand your list by adding new people and simply asking them to give. (Elna Falls)
- Pre-purchase CROP t-shirts and raise money by auction them off (I do this at my rotary meeting). (Majid Babaie)
- Share personal stories when you have come into contact with the "face" of poverty. (Majid Babaie)
- Pull out last year's donation envelope and start by contacting EVERY one who gave you a contribution. (Ken Sumlin)
- Don't be afraid of rejection – you are not asking for yourself! (Ken Sumlin)
- One week after the walk send thank you letters to all donors. Tell them about the walk. (Ken Sumlin)
- Be passionate. Ask Boldly. Set a goal and make it audacious. Make your own sacrificial gift. (Rick Herberg)
- Send INDIVIDUAL emails, not email blasts. (Rick Herberg) Keep accurate records. (Lloyd Lancaster)
- Keep calling. (Lloyd Lancaster)
- Ask people in person. Tell them it is fun. Tell them it is good exercise and that it is for a great cause. (Tina Dickens)
- Be sure to ask EVERYONE who has walked with your team in the past. They are usually already hooked. (Marilyn Schuster)
- Ask your friends, family, co-workers and House of Worship members to give. Share with them how the money is used to help others. (Ron & June Marie Rainwater)
- Offer service hours to students for participating in the walk. (Denise Ferrell)