

Recruiting Tips for Adults

- **Parish Hall Sign-up Table:** Hand out walk papers for four weeks preceding the walk.
- **Moment for Mission Announcements:** Announce the CROP Walk during church service. Explain purpose of walk and emphasize fun!
- **Bulletin/Newsletter Announcements:** Draft a short notice for the Sunday bulletins and September and October monthly newsletters.
- **Contact Regular Walkers:** Call or send a post card to regular walkers from previous years. Emphasize the need to increase the number of sponsors. Also, call walkers who have previously walked but did not do so last year.
- **CROP Walk Coffee Hour:** Arrange a get-together a week before the walk to bring walkers and potential sponsors together to facilitate fundraising activities – a particularly good idea to help walkers find sponsors. *Show a CWS/CROP DVD.*
- **CROP/CWS Walk DVD:** Show a CWS CROP Walk DVD in the parlor after church to stimulate interest in the walk.
- **Walk with a Friend/Family:** Emphasize the opportunity for individuals to participate with a close friend or their entire family.
- **Walk as a Faith Community Group:** Also, consider a Sunday meal at your faith community before or after the walk to help bring everybody together.
- **Matching Gift Grants:** Have an adult group in your church match (up to a ceiling) the donations received by a Sunday school class.
- **Match sponsors and walkers:** Put slips of paper in the pews or in the bulletins. Have the worship leader ask those interested in sponsoring a walker to put their name, phone number, & email address on the slip and place slip in the collection plate. Pass slips out to youth walkers in search of donors.

CROP Walk Recruiting Tips and On-Line Donation Advice

Effective Practices for Adults and Youth



Tips for Encouraging On-Line Donations

- **Parish Hall Table:** Encourage each walker to register as an on line walker at the CWS website and then seek donations from friends, neighbors, friends' parents, and relatives by email. *Our Walk web site, www.concordcrop.org, has a link directly to Concord CROP Walk on the CWS web site.*
- **Encourage Youth Group & Sunday School:** Tell the Youth Group and the Sunday School classes about the online donations.
- **Easy to do:** Stress how easy it is to raise money online (20 emails will raise \$100 for sure) during recruitment.
- **Set Goals:** Encourage walkers to set goals. Sponsor themselves generously and have a second sponsor donate generously to set the pace.
- **Will Help Set Up:** Offer to help people set up their page if needed.
- **Instructions:** Provide parishioners a one page set of instructions for setting up personal on-line donation pages and for sponsoring walkers.
- **Team Page.** Try to set up the team page early and your page underneath that – so people can see it.
 - **Put a link** from the home page of the congregation website to the team's page as well.
- **Reminders:** Send your walking team a weekly reminder / motivational / praise email.
- **Monthly Newsletter & Sunday Bulletin Announcements:** Tell folks they can sign up for sponsors or make an online donation to the team, and provide the URL for your team page.
- **Matching Gifts:** Have congregation member or member business match (up to some amount) money raised on line by all church walkers.
- **Matching Gifts:** Encourage church walker to ask local business to match (up to some amount) money member raises on line.

Recruiting Tips for Youth

- **Distribute Walk Papers to Youth Leaders:** Delegate recruiting activities to leaders responsible for high school groups, junior high school groups, and younger children in Sunday school. Get youth leader to plan walk as an important service activity. Hand out Walk papers in advance to encourage youth walkers.
- **Distribute CROP Walk Flyers:** Simple flyer, with major details of walk, should be distributed to church school about one month in advance. Encourage children to recruit their parents.
- **Walk as a Class or Youth Group:** Encourage leaders to consider walking as a group with a banner promoting the CROP Walk.
- **Enter the Banner Contest as a Class:** Design a banner on a hunger theme during Sunday school class and display banner in parish hall. Take part in the Walk banner contest, held during the pre-walk ceremony, and banner parade, which leads off the start of the Walk.
- **Join the 20 Plus Club:** Get 20 sponsors and win a free Walk T shirt.
- **Youth Art Display – Seek Sponsors:** Have a Sunday school class draw posters on CWS hunger programs/relief and display art in parish hall. Have youth and adults then seek sponsors in parish hall.
- **T Shirt Display -** Hang a CROP T-shirt in the parish hall & have walkers stand beside it during the coffee hour. Tell the congregation in service they can sponsor 1 or 2 of the walkers by the T-shirt.
- **Post-Walk Pizza Party:** Hold a pizza party after the walk as a celebration of the youth group's accomplishment.
- **Walk Halfway:** For those who consider 7K too much, remind them the walk has 2 loops and returns to First Parish at midpoint of walk.
- **Youth Recruiter:** Seek a high school student to act as overall recruiter for children: this may be a great opportunity to fulfill a service project requirement.
- **On-Line Donations:** Encourage youth to register as on line walker at CWS website to easily seek donations from friends/relatives by email.
- **View Concord area CROP Walk web site - www.concordcrop.org.** There are many photos of banners and youth art on the web site.