



Online Promotion Leader

You are the multiplier, enabling your CROP Hunger Walk to go digital. By motivating walkers to use social media and our online fundraising tools, you are empowering your Walk to attract more participants and raise significantly more funds to help people in need.

Responsibilities

- Register online for your Walk page and become an expert.
- Encourage online fundraising.
- Use social media to spread the word.
- Update your Walk page.

Sign Up Online Yourself

- Find your Walk page online and register as an individual.
- Customize your page and learn all the settings. Begin fundraising.
- Work with a committee member or Team Captain to set up a team page (using his/her email). Become familiar with the differences.

Update Your Walk Page

- Customize your Walk's page. Submit your information and photos at www.crophungerwalk.org/forms.
- Give the Walk's basic information to all congregations to put on their website, and post the information on your community online event listings.
- Share the direct URL with other Walk coordinators and recruiters (e.g. crophungerwalk.org/newyorkny).

Encourage Online Fundraising

- Go to crophungerwalk.org and become familiar with its functions.
- Assist the Walk committee in signing up online during one of your meetings. Take them through the functions of managing their page. Encourage them to email friends and family for support.
- At the Team Captain's orientation, set up a table with a laptop/tablet to help Team Captains set up team pages for each of their participating congregations/organizations.
- Email your Team Captains at least one month before the Walk to remind their team members to register online and email their family and friends for donations.

Be a Leader on Social Media

- Post information, pictures, and videos to your Walk's Facebook page. The more you post, the more traction you will have! You can get ideas and share posts from the national CROP Hunger Walk page (facebook.com/crophungerwalk) Or find your own share social memes to share at www.crophungerwalk.org/memes.
- At the Team Captain's orientation, remind Team Captains and Walkers to post a link of their personal donation page on Facebook. They can also 'Like' the main CROP Hunger Walk Facebook page and share posts to generate support.
- In addition to Facebook, you can promote on Twitter and Instagram to get more reach.