



Recruitment Leader

Recruitment is the key to the success of your CROP Hunger Walk. The more Walkers you have, the greater the amount of funds raised to assist hungry people.

Responsibilities:

- Identify Team Captains for each participating congregation/organization.
- Prepare and help lead a Team Captain orientation 6-8 weeks prior to the walk.
- Stay in touch with Team Captains to assist as needed.
- After the walk thank Team Captains for their efforts.

The Power of One!

If YOU engage: 10 congregations/organizations who each recruit 20 Walkers who raise an average of \$150 that means \$30,000 for your CROP Hunger Walk, with up to \$7,500 for your local hunger agencies!

Find Teams/Team Captains:

- Begin by inviting congregations from your community that are CWS member denominations. (A list of member denominations is found at www.cwsglobal.org). Also, contact local ecumenical or interfaith meetings.
- Encourage larger congregations to have more than one team – one for youth, Sunday school classes, etc.
- Identify & contact other potential teams: Civic groups (Kiwanis, Rotary, 4-H), businesses, schools/colleges,
- Keep a comprehensive list of Team Captain names/emails/phone numbers. Follow up phone calls are best to gauge interest and recruit new teams.

Train the Team Captains:

- Plan a Team Captain Orientation 6 -8 weeks prior to Walk Day to give out walk materials, recruitment & fundraising ideas, and inspirational impact stories.
- Show a video or share a story (www.resources.crophungerwalk.org)
- Help them register their team online. Consider bringing a laptop and do this registration during the orientation.
- Keep the session short and fun. Ask your CWS fundraising coach for some ideas.

Preparations for Team Captain Orientation:

- Set out all materials. Decide how you will explain materials (Walker envelopes, posters, bulletin inserts, stickers, balloons, etc.).
- Encourage Team Captains to visit resources.crophungerwalk.org to download any additional resources needed. (Team Captain guide, donor tracking forms, education activities, etc.)
- Decide format. Plan to cover key information such as: Registration and start times; Walk route and safety precautions; ideas for recruiting walkers & fundraising; how to use the donation envelopes; deadlines for collecting and turning in money; online and social media fundraising
- Set up displays of CWS projects and local agencies benefiting from the event.

Thank Your Teams:

After the walk, thank your Team Captains for all they've done to help hungry people locally and around the world.

- Give each Team Captain a certificate of appreciation for their congregation/group.
- Consider a recognition gathering or luncheon.
- Work with Online Promotion Leader to thank Teams Captains on social media.