



Publicity Leader

You are the voice of the CROP Hunger Walk. Your task is to get the word out about your Walk to the local community in as many ways as possible.

Responsibilities:

- Contact local media with information about the Walk.
- Promote the Walk in your town/city and online in conjunction with your Online Promotion Leader.
- Share Walk details with your community.
- Coordinate media coverage opportunities.

Contact Local Media:

- Create a list of all local media (print, radio, TV, community websites/online calendars, etc.).
- Send news releases to media outlets with details about the walk. (Sample press releases are available at www.resources.crophungerwalk.org).
- Send a news release to congregational newsletters, community organizations and online calendars.
- Approaching a local radio or TV station as a sponsor or ask a broadcast personality to emcee the event.

Share Walk Details with Your Community:

- Customize Walk posters with key details (date, time, location, website).
- Ask congregations/organizations and local businesses to hang posters in visible places. Request they promote the Walk on their signboards.
- Set up a table at local farmer's markets and community events/festivals to promote the Walk.
- Coordinate with your Online Promotion Leader to add posts to social media. Use CROP memes throughout the year to keep the message going (www.resources.crophungerwalk.org).
- Use Facebook advertising.

Coordinate Media Coverage:

- Enlist a volunteer photographer for your walk. Photos can be shared online and used in future promotions.
- Have a Fact Sheet available for the reporters who come out to cover the event.
- Before the event, enlist Walkers and volunteers who might be willing to be interviewed by the media. Direct reporters to them during the event.

Follow up Ideas after the Event:

- Write a letter to the editor thanking everyone for their participation. Include number of walkers, amount raised, human interest stories, etc.
- Consider a "Thank You" ad in a local paper and social media posts listing teams and sponsors.