



# CROP HUNGER WALK

Walk Committee : Business Sponsorship Leader

You are the Walk's ambassador to the business community in your area. Perhaps you own a local business or have strong ties to the business community. You know that local businesses can be great allies in enhancing and magnifying the impact of your Walk. They are often looking for ways to contribute to their community and you've got a great opportunity to suggest!

Visit [crophungerwalk.org/sponsorship](http://crophungerwalk.org/sponsorship) for resources to help you in this role.

## RESPONSIBILITIES

- *Identify possible business sponsors in the community.*
- *Plan what you will ask of each company.*
- *Highlight the benefits for the corporate partner by supporting the CROP Hunger Walk.*
- *Make the pitch to potential sponsors.*
- *Thank sponsors after the Walk.*
- *Record each sponsor's in kind and financial donation for tracking purposes.*

## IDENTIFY POSSIBLE BUSINESS SPONSORS

- Begin with businesses where you or other members of the Walk committee have a personal connection (e.g. banks, insurance companies, funeral homes, florists).
- The Walk team might start by identifying managers in their congregations, civic clubs (Lions, Kiwanis, Rotary, etc.) or professional associations.
- After identifying possible contact persons, ask for their help co-signing a letter, participating in a visit or arranging an appointment.

- Search businesses with a tie to CWS, hunger or food issues or an international focus.
- Businesses along the Walk route or new businesses wanting to get better known in your community are also good prospects.
- Approach the local Chamber of Commerce for their support of the Walk. Some Walks have asked the COC President to be their grand marshal or honorary chair.
- Keep a spreadsheet of business donations so you can contact them annually. Consider asking for an increase in support next year.

## PLAN YOUR ASK

*Ask your CWS staff member to help you with a brochure with the giving levels and benefits of each opportunity.*

## In-Kind Gift

Find businesses that can provide services such as printing t-shirts or Walk brochures, assisting with promotion in various ways (e.g. advertising the CROP Hunger Walk on their outdoor sign), or providing refreshments for the Walkers.

## Underwriting

Businesses can cover the cost of production of Walk items such as: purchase t-shirts for walkers, printing, postage and street banners. Sometimes it's easier for a company to free up money from their advertising budget to be used to put their logo on a t-shirt for example, than it is to make a charitable donation. (Contact your CWS staff member to help you set up a 'Friends of CROP' sponsorship account for depositing funds and paying invoices.)

## Charitable Gift

The business donor may make a gift directly to support the CROP Hunger Walk, included with your total. Documentation of non-profit status is available from CWS.

## Participation

Ask businesses to encourage their employees to walk as individuals or as a team and to match their employees' gifts. For more information, visit: [crophungerwalk.org/match-gift](http://crophungerwalk.org/match-gift).

## HIGHLIGHT BENEFITS FOR THE CORPORATE PARTNER

### Publicity

For a business, the best good is a known good. When connected to the CROP Hunger Walk they will have more opportunities to tout their corporate good. Acknowledge them on t-shirts, brochures, banners, maps, your Walk Facebook page, radio/TV advertising, etc. Recognize them on Walk Day, where they could make a brief presentation.

### New Customers

81% of new consumers are likely to purchase from a company with active philanthropic efforts. Consumers feel good about buying from companies who support ending hunger.

### Employee and customer engagement

Participating in the CROP Hunger Walk as a Corporate Team can develop strong bonds to their brand.

### Results

By sponsoring the CROP Hunger Walk, companies are socially responsible and attack the problem of hunger and build a better world. Stress the local aspect of your event: 25% of the money raised stays in the community, and the CROP Hunger Walk involves people from all walks of life, many of whom are potential customers or clients for the business.

Provide a poster or framed certificate that says "Proud sponsor of CROP Hunger Walk" (found at [crophungerwalk.org/certificate](http://crophungerwalk.org/certificate)). This is

especially good for businesses on the Walk route. Some committees have simplified corporate sponsorship by presenting these posters to businesses for an appropriate donation.

## MAKE THE PITCH

### Tell the story

Remember: You are not asking for money for yourself, rather, you are giving the company an opportunity to make a difference in the lives of people in their community and around the world.

Use the CWS promotional materials for the content of your proposal, to include with the letter. Hand out these materials during a visit. For information of programs that the Walk benefits visit: [cwsglobal.org/stories](http://cwsglobal.org/stories) or [cwsannualreport.org](http://cwsannualreport.org).

### Repeat their "Guidelines" language in the request

If the business has published guidelines for their giving, use their language in your letter as you write it. For instance, if their guidelines say they "support agencies which promote health in low-income children worldwide," use that same phrasing in your letter, if applicable. Highlight areas in the CWS promotional materials that match their guidelines.

### Follow-up

Follow-up the letter with a personal phone call to respond to any questions.

### Thank Sponsors after the Walk

- Thank sponsors in a personal way and nurture the relationship for future support with a phone call and letter.
- Explore ways to publicly thank businesses (e.g. newspaper ad, church bulletin/newsletter).
- Send the corporation copies of the Walk brochures with their name in it, copies of articles or videos of the news coverage, one or more Walk t-shirts with their name on it — and any other examples of their name being highlighted in the community.