



43rd Durham CROP Hunger Walk

April 2nd, 2017

"Walking Papers"

BEFORE THE WALK

1. Your big job before the CROP Hunger WALK is to recruit walkers. Get them excited.

- Be enthusiastic.
- Enlist others to help you with your recruiting.
- Recruit your pastor, rabbi, president, Executive Director, CEO, principal or teacher as a walker; that will tell others that this is "**THE** thing to do!"
- Talk about the difference they can make.

2. Educate yourself and your walkers

- Read the fact sheets in your packet so you will be informed about the problems of hunger in the Durham and around the world. Visit the CWS/CROP website (www.cwsglobal.org) to learn more about what CROP is doing to alleviate those problems. Read the Durham fact sheet included in your packet for more information about what CROP does locally.
- Help your walkers come up with an elevator speech they can use when recruiting sponsors.
- Make use of the brochures, bulleting inserts and other handouts. If you need more materials, you may get them during business hours Monday through Friday at First Presbyterian Church (305 E Main St.) or Westminster Presbyterian Church (3639 Old Chapel Hill Road).

3. Publicity is important -- Get "hunger snippets" into your newsletters, and make presentations before any group which will give you time. The more people understand the need, the more they will give to meet that need. Point out that 25% of all money received goes to work in Durham feeding hungry people. The other 75% goes to fund emergency relief and long-term development projects to end hunger in more than 50 countries around the world (including the US).

4. Sign your team up online – Visit www.crophungerwalk.org/durhamnc to sign your team up online. Encourage your walkers to join your online team. They will be able to use email, Facebook or Twitter to request their friends, family and social media contacts make secure credit card donations on their behalf. Anyone not registering online needs to sign the waiver form.

5. Instruct your walkers how to get in-person pledges and to collect the money pledged (*checks should be made payable to "CWS/CROP"*). Show them how to use the walker's pledge envelope. They have changed since last year. If they wish to use a form to keep track of their donors, they can download it from the CROP website. If they are not registered online, have them sign the waiver form you will turn in rather than the envelope.

THE DAY OF THE WALK

1. **Arrange a place to meet your team of walkers at Duke Chapel**, in plenty of time to register before the "step off" at 2:30 p.m. Allow time to attend the Global Village and listen to the Durham Community Concert Band. Registration begins at 1:30. Encourage carpooling.
2. **Turn the waiver form** signed by walkers not registered online in at the registration table (time and confusion are saved if **one** person registers for the whole group). Please be prepared to indicate how many walkers are participating on your team so we can get a count of walkers.
3. **If any of your walkers DO bring money to the WALK**, collect it and give it to the treasurer who will be at the Registration Table. It's more secure, though, for them to turn it in at another time for you to deposit at the bank.
4. **Walk with your team.** Have fun; but let this also be a time to remember why we are walking. This should be a day people remember more than their sore feet!

WHAT TO DO WITH THE MONEY

1. **When walkers have collected their pledges**, they should turn them in to you.
2. **Donations should be deposited** at any branch of SunTrust Bank. There is a small supply of pre-printed deposit slips in each team captain's packet; if you need more, call 919 451 7203. The bank's counter-deposit slips may also be used, made out for **Savings Acct. #812162452. Be sure to write your team name on the deposit slip!** **THIS IS HOW WE KNOW TO WHOM TO CREDIT THE MONEY.**
3. **After the Walk**, walkers should be urged to collect their remaining pledges and turn in the money **within two weeks** if at all possible. **Follow through!** *Some walkers will need reminding. Every year we have telephone calls from people who say they wrote checks to CROP WALK which have not been processed yet; please help save us from this embarrassment! Encouraging online donations also helps!*
4. **Continue to deposit money promptly as it is received.** If you run out of deposit slips, call 919 451 7203 or email cropwalkdurham@gmail.com.
5. **VERY IMPORTANT:** If you receive an individual contribution of **\$250 or more**, or a contribution for which there is a **corporate matching grant**, please **copy the check and send it to the Treasurer** with the name and address of the individual and the team to be credited. **IRS regulations require** that an individual receipt be issued (In this case by CWS) for any contribution of \$250 or more. Matching grant forms must be processed by the treasurer immediately or they run the risk of being denied.
6. **Please make every effort to have all money deposited by May 20th**, and **no later than June 30th**. *Most banks don't accept checks more than 90 days old.* If for some reason you miss that deadline, the account is open year round and money may still be deposited any time. All deposits made after October 31 will be credited to the 2018 walk and won't count toward the 2017 awards.
7. **Keep walker pledge envelopes** until all of them (*used or unused*) have been returned to you, and then mail them **or** deliver them to the DCIA office at Duke Memorial UMC.

QUESTIONS? Call 919 451 7203

Thank you for helping CWS End Hunger one step at a time!