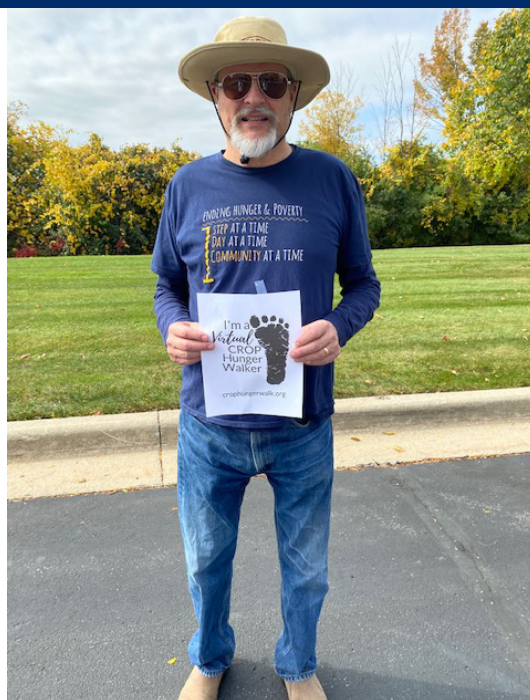




CROP HUNGER WALK

ENDING HUNGER ONE STEP AT A TIME

Social Media Toolkit





TOP 10 SOCIAL MEDIA TIPS

1. **Link your fundraising page to Facebook** and let the automated notifications do some of the fundraising work for you! Under “Manage My Page,” select “Create Facebook Fundraiser.”
2. **Post your fundraising link** in your Instagram and Twitter bios so people have easy access to donate!
3. **Share** (or better yet, steal and post yourself) content from the national CROP Hunger Walk (@crophungerwalk) and CWS (@cws_global) accounts to help promote your Walk!
4. **Use #CROPHungerWalk and #enough4all** to connect with other walkers across the country and provide support and encouragement as we work together to end hunger!
5. **Share your personal story** on WHY you care about the issue of global hunger! Whether it be on your Facebook/Instagram stories, TikTok, Snapchat, YouTube, or any platform- people want to hear YOUR story.
6. **Join the CROP Hunger Walk Facebook Group** to help share ideas on what you’re doing and hear from others on how they’re fundraising.
7. **Create posts in your Facebook Fundraiser.** Facebook likes to push its own tools and the algorithm seems to pick this up and sharing of the Facebook Fundraiser itself better than posting your external fundraising link in a post.
8. **Thank your donors!** Tag them in a “thank you” post and let them know they are with you on the journey of ending hunger and poverty!
9. **ASK!** Don’t be afraid to put yourself out there! Use our resources to make it tangible too (\$15 can provide chickens for a family in Tanzania) – people like helping and you are giving them an opportunity to make a difference!
10. **Get creative and have fun!** Go live on your walk to let people know you’re walking, host a fundraising livestream on Twitch with some of your friends to spread the word – if you’re a maker, host an online donation raffle for whatever art piece you make.





RESOURCES



[More Social Media and Video Resources](#)



RESOURCES

Social Media Sample Posts

Using Facebook and Instagram is a wonderful way to increase awareness about your CROP Hunger Walk and your personal fundraising goal. Use these samples to increase your reach and to reach your goal! Just cut and paste one of these into your personal Facebook or Instagram posts. Remember to include the link to your personal fundraising page in your post on Facebook and put it in your bio on both Instagram and Twitter.

Facebook



Instagram



Other sample text:

"I'm walking to end hunger through the CROP Hunger Walk – you can help! The average American spends over \$100 a month on specialty coffee, but for \$15 less than that (yep, only \$85) you can provide 2 piglets for a family in Myanmar – a long-lasting response to poverty. Visit my fundraising page below, and let's end hunger together!" [insert fundraising link]

"Just \$22 can help support a thriving livelihood for a family fighting hunger in Honduras. That's enough for 500 baby fish to be raised for healthy food, and even a source of income! So, step up and help me fight hunger through the CROP Hunger Walk. Visit my fundraising link below and make a contribution." [insert fundraising link]

"Did you know that for only \$10 you can provide 100 meals through local partners right here in the United States? Let's end hunger around the block and around the world TODAY! You can donate at the link below." [insert fundraising link]



SHARE YOUR STORY

Sharing your story has NEVER been easier. And with the nature of social media, you can do it quickly and- in about 1-3 minutes.

Authenticity is key – so their appeal comes in them not being highly produced pieces of cinematography, but rather a personal connection with your social media connections. People want to hear from YOU – and most want an opportunity to help, so this is a great way for you to do both.

How do I tell my story?

Using your social media story/status box, type a short comment saying WHY this event is meaningful to you.

You can prerecord your message using the camera app on your phone, tablet, or computer and then post it to any number of social media sites.

You could also tell your story using the Facebook or Instagram LIVE feature. This is a great feature since it will notify your connections for you! Walking with someone else? Then go live together on Instagram! Just start your live video and click “add guest.”

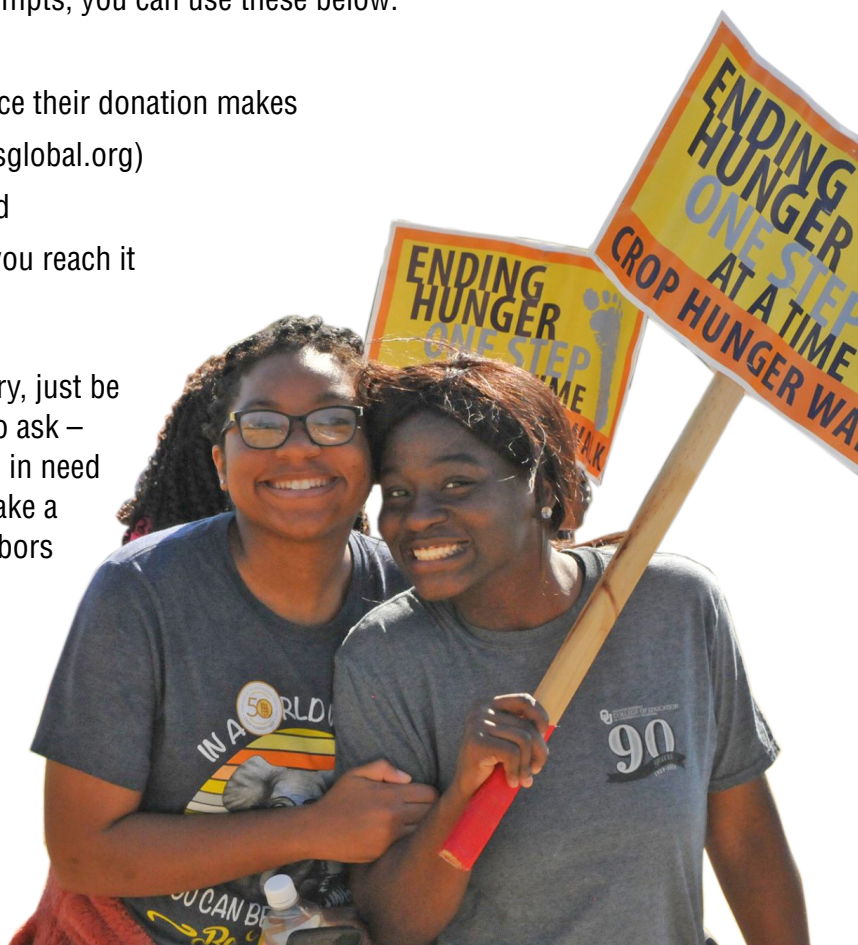
Feeling really creative? Get some stats from our resources (1 in 4 people globally are food insecure, \$15 can provide chickens in Tanzania, etc) and/or some graphics and create a TikTok video or Instagram Reel!

What should I talk about?

Really whatever you want! – but if you want some prompts, you can use these below:

- Why you signed-up for the CROP Hunger Walk
- How people can donate to you and what difference their donation makes
- General information about the work of CWS (cwsglobal.org)
- Statistics about CWS programs or people in need
- Your fundraising goal and how people can help you reach it
- Invite others to sign-up and join you

No matter **HOW** or **WHERE** you decide to tell your story, just be authentic and share from your heart. Don't be afraid to ask – most people love having the opportunity to help those in need and you are simply giving them that opportunity to make a tremendous difference in the lives of vulnerable neighbors near and far!





QUICK MINUTE VIDEOS

What are they?

Quick Minutes are short videos (1-3 minutes in length) posted to your personal social media pages (as posts, stories, etc- whatever works best for the platform you're using).

These are not highly produced pieces of cinematography, but rather personal connections to your friends, family and followers. People want to hear about why you're walking and a Quick Minute can be whatever you want it to be. Speak from the heart and be sincere. Even if you stumble over a few words, that's okay. People like to see authenticity.

How do you make them?

Use the camera feature on your smart phone, using the "video" setting and post directly to your social media (many social media platforms have a camera function built right in too, especially if you plan to go "Live"). Pre-recording is good if you want to test what you're going to say.

Go Live! You can use the Livestream feature on Facebook, Instagram or TikTok (if you have enough followers) and your followers will be notified that you've done so- a great way to spread awareness!

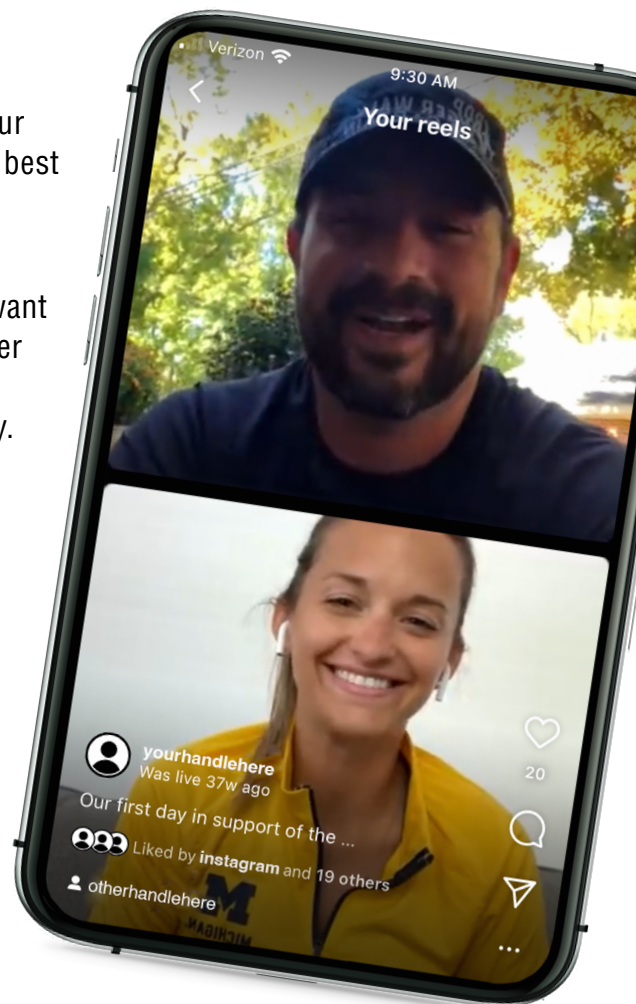
Use conference software such as Zoom. This works well to record an interview or to stream live to Facebook. Are you both on Instagram? Then you can do this right through their livestream feature- just invite them to join you after you start your livestream!

What do I talk about?

Know what you want to say. Here are a few ideas:

- Information about your local walk, when and where
- Why get involved or donate
- How to register, donate or fundraise for the Walk
- Information about CWS, CROP Hunger Walk or the local agencies
- Statistics about CWS programs and people in need
- Fundraising tips
- Inspirational stories of your past involvement in CROP Hunger Walks
- CWS's mission statement: "We have one goal: building a world where there's enough for all."

Always prompt viewers to take an action or interact with you. Request for them to "like" or "share" your video; go to your local website to register or donate (and share the link when possible); ask a question and have them respond in the comments; or host a "contest" prompting them to do something.





QUICK MINUTE VIDEOS continued

Sample Script

Choose a topic of discussion and share a few facts about the topic:

- Add your “Why” at the end to make your story personal
 - “This is why I support (Name of walk), because_____.”
 - “I believe that by supporting (Name of walk) _____.”
- Prompt viewers to support the mission by giving out your personal fundraising page or Facebook Fundraiser
- Thank them for watching and making a difference by donating, signing-up as a Walker and sharing this video

Tell an engaging story. See [CWS Stories of Change](#) or [CROP Hunger Walk Resources](#) for stories to share. A good story outline to use is: Normal—Explosion—New Normal.

Story—telling the story of someone who received help from CWS.

- Normal - give a quick description of what life was like before CWS came: how far someone had to walk for clean water, or how they struggled to get enough to eat, etc.
- Explosion - how CWS helped. Did they teach farming techniques? Did they provide much needed resources? Explain how the money raised helped CWS accomplish their goals to build a better world where there’s enough for all.
- New Normal - what life is like after CWS. Describe the community with a new farm, or clean water, or enough to eat.

Make sure people see your video

Use hashtags to reach a broader audience:

#CROPHungerWalk
#[name of your community or city or relevant local hashtags]
#[name of your walk]
#enough4all
#endhungernow

“Tag” and “Check-in” to organizations, local agencies, Walk Teams, and churches when you post to social media.

When and how often should I post Quick Minutes?

Sample Timeline:

- Six weeks before the Walk
 - Once a week, post short videos about what the Walk is supporting. Invite people to join your team or donate.
- Two weeks before the walk, increase videos to three or four times a week.
- After the walk, post a “thank you” video.



GET CREATIVE

Feeling creative? Consider designing your own personalized social media graphics. We recommend using [Canva](#) (free features), but whatever you use, here are some brand resources to help you get started:

CROP HUNGER WALK

Canva TOOLKIT



BRAND FONTS:

Barlow Condensed Bold

Agrandir Narrow

Be Vietnam

Apricots

Bernoru Expanded

LOGOS:

BRAND COLORS:

Hex
#002D6A
Pantone
278

Hex
#818AB3
Pantone
288

Hex
#F8E16F
Pantone
120

Hex
#F7A30A
Pantone
137