

**WINSTON-SALEM
FORSYTH COUNTY**

2024 CROP HUNGER WALK
TEAM CAPTAIN'S GUIDE

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Dear Team Captains,

THANK YOU for being a WSFC CROP Hunger Walk Team Captain! The success of our Walk depends on strong leadership and strong Team Captains are the basis of this leadership. You are the Walk recruiters and fundraisers of this community. Through promoting the Walk within your faith community, you create the building blocks of a successful CROP Hunger Walk.

As a Winston-Salem/Forsyth County CROP Hunger Walk Team Captain, you make a difference in helping us reach our 2024 Walk goal of raising 95,000!

- **You Understand the Need** – Locally, the need for food assistance at both Crisis Control Ministry and Sunnyside Ministry continues to increase, not only among families but also among the elderly. Globally, children are suffering from hunger and malnutrition. Lack of adequate water supplies, training, and tools prevents people from having sufficient food sources. There has never been a time when your time, energy, and financial support are more needed.
- **Your Impact** - When your congregation participates in the CROP Hunger Walk, you can be assured that your donations will touch lives in your community and around the world. Since 1979, the Winston-Salem/Forsyth County CROP Hunger Walk has brought together compassionate people to feed the hungry and change lives. Together, we have raised over **\$2, 493,341** since our first CROP Hunger Walk. The funds raised are shared with Crisis Control Ministry (12.5%) and Sunnyside Ministry (12.5%) to feed our neighbors in need in Forsyth County. The remaining funds are shared with Church World Service (75%) to help in their hunger alleviation, food development, and disaster relief programs in 40 countries around the world, including the United States.
- **Your Enthusiasm** - Your energy and passion are contagious! You offer members of your congregation the opportunity to come together as one community, one heart, walking to end hunger.

www.cropwalkforsyth.org has resources specifically for Team Captains including this guide, sample announcements, worship resources, educational activity ideas, a social media toolkit, and more. I encourage you to check them out.

We will share tips along your journey to help you build a strong team and a successful fundraiser. Please reach out to your recruiter or me as a resource for support. We are one community, one heart, walking to end hunger.

I wish you the best in growing your 2024 Walk Team!

Sincerely,



Abbey McCall, 2024 Walk Chair
WSFC CROP Hunger Walk Planning Committee
336.770.1621
amccall@crisiscontrol.org

TEAM CAPTAIN'S CHECKLIST

1. GATHER YOUR WALK TEAM AND SET GOALS

- Enlist leaders in your congregation to help promote the walk.
- Set goals for your team.

Walkers - _____ \$ Donations - _____

2. PUBLICIZE AND PROMOTE THE WALK

- Share your CROP Hunger Walk story in your newsletter
- Advertise in your program/bulletin
- Advertise on social media (tag @cropwalkforsyth)
- Display posters and distribute flyers
- Visit www.cropwalkforsyth.org/resources for templates and ideas.
- Contact your recruiter for additional materials.

3. RECRUIT WALKERS

- Register your walk team online, where members of your team can register for the walk, join your team, and donate online. Remember to include pictures! Go to www.cropwalkforsyth.org/register-online.html and refer to "[How to Use the Online Participation Fundraising Site](#)" in the Team Captain's Guide.
- Remember if members of your team aren't able to walk or choose not to walk this year, they can still "Walk in Spirit" and raise money.
- Prepare Walker Envelopes. See "[How to Sign Up Walkers/Team Members](#)" in the Team Captain's Guide.
- Give a walker envelope to each walker. Families or groups may use the same envelope. Envelopes are not required if acquiring donations online only.
- Provide a page of donor receipts for cash donations. Instruct walkers to make checks payable to **CWS/CROP**.
- Encourage your walkers to share the online team fundraising website you created for your faith community with their friends and family to raise more money.
- Visit www.cropwalkforsyth.org/resources for activities to educate and encourage your walkers.

- Tell walkers how to get a FREE t-shirt. As a fundraising incentive, youth Walkers (under 12 years old) who raise \$50 and Walkers (13 years or older) who raise \$100 in donations will receive a FREE Winston-Salem/Forsyth County CROP Hunger Walk T-Shirt. Reference “[How to Sign Up Walkers/Team Members](#)” in the Team Captain’s Guide.

4. PLAN FOR WALK DAY

- Decide if your team will be walking at Corpening Plaza on October 20th or walking remotely this year.
- Will your congregation walk on October 20th, or will you walk on another date?
- How will you engage with your faith community on Walk Day? Will you host a crazy hat competition? Will your team walk with uniform signs?
- Let your recruiter know plans for Walk Day this year.

5. CHECK IN YOUR TEAM ON WALK DAY

- Remind your walkers to print out their “Online Donation Report” to turn in with their money and walker envelope. See “[How to Use the Online Participation Fundraising Site](#)” in the Team Captain’s Guide.
- Collect all walker envelopes.
- You may check in early for your team at Crisis Control Ministry the week of October 14th-18th. Refer to [directions to Crisis Control Ministry](#). Please call or text 336-703-8282 if you need to come after hours.
- Go to the Registration/Check-In tent on Walk Day to drop off walker envelopes and complete the [Walk Day Sign In Sheet](#)
- listing all your walkers. This helps us track walker attendance.

6. THANK WALKERS

- After the walk, thank your walkers using email, personal note, church newsletter, or other communication tool.

7. POST WALK

- Want a T-shirt? Any remaining Walk shirts will be available for \$10 purchase at Crisis Control Ministry until Friday, November 8, 2024, or while supplies last.
- Please turn in all Walk donations by Friday, November 8, 2024.

HOW TO SIGN UP WALKERS/TEAM MEMBERS

PRIOR TO SIGNING UP WALKERS/TEAM MEMBERS

1. Set up your team at www.crophungerwalk.org/winstonsalemnc
 - a. Check out this guide for step-by-step instructions:
<https://support.crophungerwalk.org/section/registering/>

Please note: Several churches have identical names, so be sure to use the full name of your team and town when creating your team online so we can give credit to the right team. (Examples: First Baptist Church – WS or First Baptist Church – Clemmons.)

2. Prepare Walker Envelopes
 - a. Fill in the top portion of the envelope:
 - **Walk Name:** Winston-Salem/Forsyth County CROP Hunger Walk
 - **Walk Date:** October 20, 2024
 - **Congregation/School/Organization**

Please note: Several teams in the area have identical names, so be sure to put the full name of your team and town so we can give credit to the right team. (Examples: First Baptist Church – WS or First Baptist Church – Clemmons.)

- b. Fill in the shaded portion:
 - **Team Captain/Recruiter Name**
 - **Team Captain/ Recruiter Email**
 - **Team Captain/Recruiter Phone**

✓ Helpful Hint: Type and print labels with the information of (a) and (b) to stick on each envelope to save you from handwriting on the envelopes.

- c. Make copies of [footprints](#) and [CROPwicks](#) (if using) and cut them out.

- d. Make copies of Walker Resources to give to walkers when they sign up
 - i. [Donor Tracking Form](#)
 - ii. [Receipts for Cash Donations](#)
 - iii. [Consent Forms](#) for Multiple Walkers using the Same Envelope
 - iv. Informational Sheet with Walk Day Details for your Team (optional, created by you)

SIGNING UP WALKERS/TEAM MEMBERS

1. Give an envelope to each walker, family, or group walking together. An envelope is not necessary if walker or group is only acquiring donations online.
2. Record the number of the envelope given to walker(s) on the Recruiter's Packet.
3. Show walkers where to enter the following information:
 - Name, Address, Email, Phone Number, and Number of Walkers represented by the envelope.
4. Show walkers where to sign "[Statement of Consent](#)" at the bottom. If child, parent or guardian will sign. If multiple walkers using the same envelope, give "[Consent Form for Multiple Walkers](#)" and instruct to have each walker sign and bring it on walk day.
5. Encourage walkers to join your online team and fundraiser online.
6. Tell walkers how they can earn a FREE Winston-Salem/Forsyth County CROP Hunger Walk t-shirt for fundraising. Refer to [Team Captain's Checklist](#) for more information.

HOW TO USE THE ONLINE PARTICIPANT FUNDRAISING SITE

Visit www.crophungerwalk.org/winstonsalemnc

Register or Login to set up your Team Page

How to Register & Start a Team:

<https://support.crophungerwalk.org/knowledgebase/how-to-start-a-team/>

How to login to manage your team page & fundraising:

<https://support.crophungerwalk.org/knowledgebase/logging-in-to-manage-your-page-and-fundraising/>

Personalize your walker page:

<https://support.crophungerwalk.org/knowledgebase/personalize-your-page/>

Fundraising

You can update your team fundraising goal, send fundraising emails, and setup a Facebook fundraiser to help you manage your online fundraising efforts. Learn how:

<https://support.crophungerwalk.org/section/fundraising/>

You can even track offline donations you receive through your online team page, so you can see and share how far along your team is to reach your fundraising goal.

How to track offline donations:

<https://support.crophungerwalk.org/knowledgebase/enter-offline-donations/>

Thank you! You are helping to end hunger one step at a time— in your community and around the world!

HOW TO REGISTER YOUR TEAM ON WALK DAY

□ PRINT TEAM ONLINE REGISTRATION LISTING

1. Print the listing of your team members who have signed up to receive donations ONLINE and their total donations.

Refer to "[How to Use Online Participant Fundraising Site](#)".

□ VERIFY EACH WALKER ENVELOPE

1. Check each walker envelope for the following items to make sure the walker filled out the envelope correctly:
 - **Walker's name and contact information**
 - Number of walkers in the family
 - Online donation report is included (If the walker registered online and received donations)
 - Check and cash donations are included
 - Walker (or parent/guardian if youth) has signed the consent waiver form on the bottom of the walker envelope.
 - For several walkers using the same envelope, make sure you gave them a "[Consent Form for Multiple Walkers](#)" and all walkers have signed it.
 - The walk name, team name, and team captain information. You should have already filled out this section. Refer to "[How to Sign Up Walkers/Team Members](#)."

□ COLLECT ALL ENVELOPES (Put Team Name on Envelope)

1. Count money inside each envelope and verify the total matches' the walker's total. Please initial the outside of the envelope and mark the date you verified the money.
2. Add the walker(s) name and amount of donations to the back of the Team Captain's Envelope (aka the Recruiter's Packet).
 - ✓ Helpful Hint: If possible, total all cash, write a check or get a money order for the amount **payable to CWS/CROP** and you keep the cash.

□ TALLY TEAM RESULTS

1. Fill in the back of your Team Captain's envelope.
2. Put all walker envelopes, inside.
3. Put the grand total of your team's fundraising on your envelope. Please initial and date beside.
4. Total the number of walkers for your team and put it on the outside of the envelope.

□ PICK UP T-SHIRTS

- Team Captains can pick up t-shirts for their team youth Walkers (under 12 years old) who raise \$50 and Walkers (13 years or older) who raise \$100 in donations at Crisis Control Ministry from **October 7-17, 2024**.

- After Walk Day, any remaining t-shirts can be purchased for \$10 each at Crisis Control Ministry until **Friday, November 8, 2024**.

Refer to [Directions to Crisis Control Ministry](#).

□ **DROP OFF RECRUITER PACKETS**

- If you have collected your envelopes before the walk, you can drop those off at Crisis Control Ministry from **October 1-17, 2024**.
- After the walk if you have additional walkers and donations or any unused walker envelopes, please drop them off at Crisis Control Ministry by **Friday, November 8, 2024**.

Refer to [Directions to Crisis Control Ministry](#).

HOW TO GET MATERIALS & INFORMATION

- **GET THE TEAM CAPTAIN'S GUIDE and WALKER ENVELOPES**
 - Beginning August 28, 2024, pick up information and materials for your team to participate in the walk at the Lunch & Learn or afterward at Crisis Control Ministry. Refer to [Directions to Crisis Control Ministry](#) for directions and hours.

- **VISIT THE WINSTON-SALEM/FORSYTH COUNTY WALK SITE**
 - Go to www.cropwalkforsyth.org

- **LEARN MORE ABOUT CRISIS CONTROL MINISTRY**
 - Go to www.crisiscontrol.org

- **LEARN MORE ABOUT SUNNYSIDE MINISTRY**
 - Go to www.sunnysideministry.org

- **LEARN MORE ABOUT CHURCH WORLD SERVICE AND CROP HUNGER WALK**
 - Go to www.churchworldservice.org
 - Go to www.crophungerwalk.org

- **REGISTER ONLINE AND MAKE A DONATION**
 - Go to <http://www.crophungerwalk.org/winstonsalemnc>

- **KEEP UP TO DATE ON THE WALK AT FACEBOOK**
 - www.facebook.com/cropwalkforsyth

- **SIGN UP FOR EMAIL NOTIFICATIONS**
 - Email cropinfo@cropwalkforsyth.org

STEPS TO AN EFFECTIVE CROP HUNGER WALK FOR FAITH COMMUNITIES

Arrange with your clergy to include something about the world and local hunger in the four Sunday services before the CROP Hunger Walk. For example:

- Week 1** - Introduce the CROP Hunger Walk to your congregation. Set a CROP Walker goal (number of walkers) for your church. Over the next four weeks, use a graphic display like a “thermometer” to tell your congregation how it’s doing.
- Week 2** - Include hunger facts in your worship bulletin. If possible, read additional facts about hunger from the pulpit.
- Week 3** - Do a children’s sermon or Mission Minute about how CROP Walk dollars are making a difference around the world.
- Week 4** - Invite someone from the church who has visited a developing country to share his or her experience.

Skits, facts, children’s sermons, and other resources are included in your Recruiter’s Guide and available at <http://www.cropwalkforsyth.org/promoting-the-walk.html>.

During this Four Week CROP Hunger Walk Campaign, you can also:

- Follow @cropwalkforsyth on Facebook and share posts on your church's Facebook page. Share the [Facebook event for the Walk](#), or create your own and add @cropwalkforsyth as a co-host.
- Use CROP Hunger Walk bulletin inserts two or three weeks before the walk.
- Photocopy colorful feet for each walker to put his or her name on them. Display feet around a gym or fellowship hall. This provides a great visual of how many people are participating.
- Have a creative container available to collect CROP Hunger Walk donations at the sign-up table from those who are unable to walk.
- Invite a representative from Church World Service, Crisis Control Ministry or Sunnyside Ministry to virtually speak to your congregation or Sunday School Class.
- Encourage people to walk in groups. For example, an adult Sunday School Class or a Youth Group can walk as a service or outreach project. Sunday School Classes can walk together or can walk in friendly competition with each other. Encourage families to sign up together. Remember to walk with masks and social distance.
- Call every individual and family that signed up to remind them about the Walk date, time, and location where you will meet and about how money will be collected.

Remind people: **We Walk Because They Walk – You can walk with the world!**

FUN WAYS TO INSPIRE DONATIONS!

Hot Dog Lunch

You could have a hot dog lunch after church with profits going toward your team goal. Have members of your congregation spread out picnic style in your church parking lot. Practice social distancing as members come up to get their lunch. You could also have it be a drive-through hot dog pickup. With the weather finally cooling down, it's a perfect time for chili!

Sell Footprints

Another easy way to get more donations and bring awareness to the WS/FC CROP Hunger Walk is to sell the footprints that were included in your recruiter's booklet. Just make copies, cut them out and ask those who make a donation to write their name on them and tape them along a hallway or even on the floor to show support for CROP Walk. Here's a short video to get you started!

<http://www.youtube.com/watch?v=pgYGFCWWtwE&feature=relmfu>

Host a Virtual Church Dinner

Church dinners are a great time to recruit team members and promote the WS/FC CROP Hunger Walk. Setup a Zoom or Google Meeting for a virtual church dinner. Ask your congregation or Sunday School classes to eat dinner together online. Encourage past Walkers to share what the CROP Hunger Walk means to them as you eat dinner and share the current hunger needs in the community, then encourage attendees to sign up to walk and/or make a donation online or mail it to you.

Letter to Family & Friends

Write a letter to family and friends telling them why you're walking in the WS/FC CROP Hunger Walk and enclose a self-addressed envelope so they can easily send their contribution to you. Remind them to make checks out to CWS/CROP.

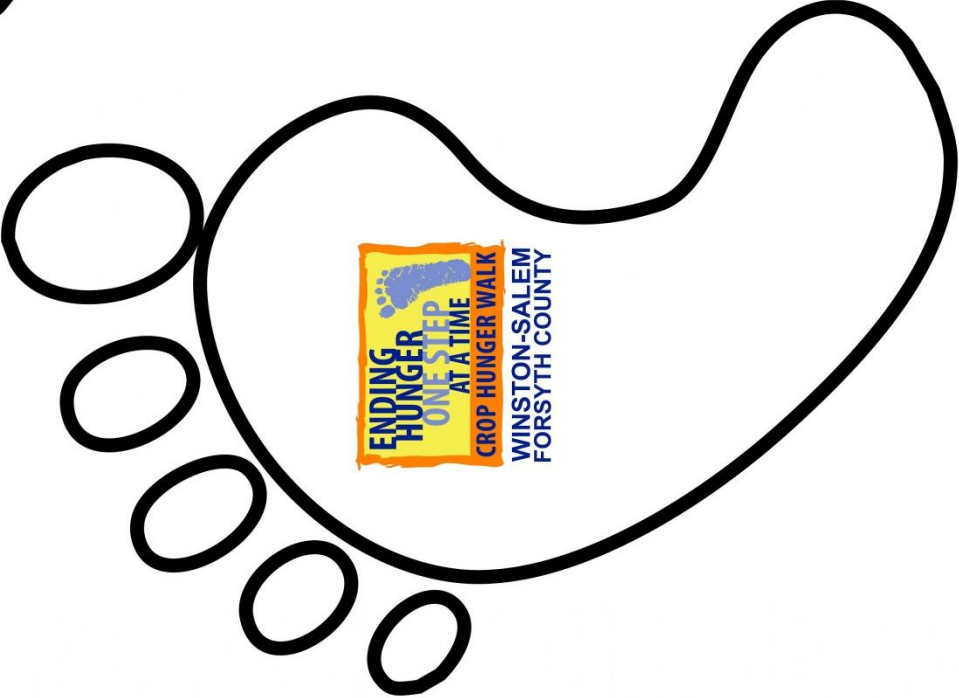
Set up Your Team Online Donation Page

I hope that by now you've set up your team online donation page at www.crophungerwalk.org/winstonsalemnc and reminded your team members to set up their page. It's easy to set up and then just email friends and family so they can make secure, online donations. If you have social media, post your donation page on your accounts.

Other Ideas?

Do you have other ideas? Please share them with us! Email recruiter@cropwalkforsyth.org or share them on our Facebook page at www.facebook.com/cropwalkforsyth.

CROP HUNGER WALK FEET



FOOT CROPWICK



SHOE CROPWICK



DIRECTIONS TO CRISIS CONTROL MINISTRY



200 East Tenth Street
Winston-Salem, NC 27101

Monday-Friday 9 AM – 4 PM

336-724-7875

From I-40 traveling west toward Winston-Salem:

1. Exit Hwy. 52 North (Mt. Airy).
2. Go approx. 3.5 miles
3. Take the Liberty St. exit (110 C)
4. At the bottom of the ramp, take sharp left onto Liberty Street.
5. At the next light, turn right onto Patterson Avenue.
6. Take the second left onto Tenth Street. Crisis Control Ministry is located behind the Bethesda Center, on the left.

From 421 traveling east toward Greensboro:

1. Exit onto Hwy. 52 North (Mt. Airy).
2. Go approx. 5 miles and take the Liberty Street exit (110 C)
3. At the bottom of the ramp, take sharp left onto Liberty Street.
4. At the next light, turn right turn right onto Patterson Avenue.
5. Take the second left onto Tenth Street. Crisis Control Ministry is located behind the Bethesda Center, on the left.

DONATION RECEIPTS

Donation Receipt to the CROP Hunger Walk and Church World Service

Thanks to: _____ Signed: _____
Contributor's Name Name of person receiving contribution & date

For:

Amount of contribution and/or type of in-kind contribution

Church World Service is an ecumenical ministry of 37 Christian denominations and communions working in partnership to eradicate hunger and poverty and promote peace and justice around the world. CWS is a 501(c)(3) not-for-profit.

*Your gift is tax deductible
as allowed by law.*



P.O. Box 968 Elkhart, IN 46515
574-264-3102 800-297-1516

Donation Receipt to the CROP Hunger Walk and Church World Service

Thanks to: _____ Signed: _____
Contributor's Name Name of person receiving contribution & date

For:

Amount of contribution and/or type of in-kind contribution

Church World Service is an ecumenical ministry of 37 Christian denominations and communions working in partnership to eradicate hunger and poverty and promote peace and justice around the world. CWS is a 501(c)(3) not-for-profit.

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as allowed by law.*



P.O. Box 968 Elkhart, IN 46515
574-264-3102 800-297-1516



DONOR TRACKING FORM

Walk Name: _____
 Walker Name: _____
 Team/Organization: _____
 Envelope Number: _____

	Donor Name	Amount Donated
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

Make checks payable to CWS/CROP

Put all donations in your envelope and turn in to your Team Captain or local walk treasurer.

www.crophungerwalk.org



DONOR TRACKING FORM

Walk Name: _____
 Walker Name: _____
 Team/Organization: _____
 Envelope Number: _____

	Donor Name	Amount Donated
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

Make checks payable to CWS/CROP

Put all donations in your envelope and turn in to your Team Captain or local walk treasurer.

www.crophungerwalk.org

SIGN IN SHEET



Statement of consent: I understand the risks involved in participating in the CROP Hunger Walk and willingly and voluntarily accept these risks. I attest that I am physically fit and prepared for this event. I grant permission for the organizers to use photographs/images and quotations from me in accounts and promotions of this event.

Name <i>(Please print clearly)</i>	Email	Team Name	Signature/Consent <i>(Parent or adult sign, if under 18 years old)</i>	First Time Walker?	Team Captain?	Under 18?
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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