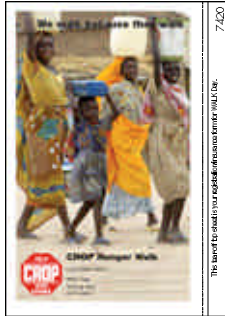


Keys to CROP Hunger Walk Success

You've received Key Recruiting Pieces to assist your CROP Walk Recruiters in energizing Walkers, and Key Promotional Pieces to advertise your CROP Walk and help increase awareness and participation. Here's a handy guide to these pieces, and how to use them.

KEY RECRUITING PIECES



AC 07153

What is this?

- ← This is the Donation Envelope each CROP Walker receives for recording their sponsors and collecting their donations.

What do you do with it?

- ✓ Before the Recruiter's Orientation, place a quantity into each Recruiter's Packet.



FD 0736i

- ← The Recruiter's Packet assists Recruiters in recruiting Walkers.
- ← Instructions on the front tell Recruiters how to handle the Donation Envelopes, and special blanks on the back help to track the Envelopes.

- ✓ Fill in contact and other information.
- ✓ Give one — or more — to each Recruiter.



FD 0749

- ← A guide with step-by-step instructions for being an effective Recruiter.
- ← Contains a new Recruiter's Resources insert with suggestions for promotion, education, and worship.

- ✓ Give one to each Recruiter.



- ← A promotional flier with information on how together, we can make a difference by CROP Hunger Walking.

- ✓ Give at least one to each Walker with their Donation Envelope.
- ✓ Use it as a bulletin insert.
- ✓ Insert it in newsletters.

KEY PROMOTIONAL PIECES

What is this?

What do you do with it?



PR 0774

← A colorful, eye-catching poster to help promote your CROP Hunger Walk, with room at the bottom for local information.

A few possible uses are:

- ✓ Write local facts such as Walk date, time, place, and contact information in bottom area.
- ✓ Give several to each Recruiter.
- ✓ Put in stores, libraries, schools, etc.



PR 8893

← An attention-getting poster, usable in myriad ways and many locations, with space for local information.

- ✓ Write local information in bottom area — including date, place, time and contact phone number or person.
- ✓ Display them wherever Walkers and sponsors may see them.
- ✓ Use them as placards to carry in the CROP Hunger Walk.



PR 9464

← A peel-off sticker to help identify CROP Walkers. Goes on hats, jackets, shirts — anywhere you want to put a sticker.

- ✓ Give a supply to Recruiters for their Walkers to wear as they sign up donors.
- ✓ Give one or more to each Walker when they register on CROP Walk Day.



PR 0781

← A colorful “thank you” bookmark to give to your Walkers on Walk Day.

- ✓ Give one to each CROP Walker to thank them for helping to change the world.



FD 0737

← The tape is for marking the route of the Walk

- ✓ Tie sections to telephone poles, street signs, and other objects to indicate the route of the Walk.
- ✓ Use it to direct foot traffic at the Walk Registration area.
- ✓ Be sure to remove tape after the Walk is completed.



CHURCH WORLD SERVICE

For up-to-date program information or news about CROP Hunger Walks, check out our website: www.churchworldservice.org.

Questions or need additional materials, call your CWS/CROP Regional Office toll-free at 888-CWS-CROP (888-297-2767).