

Virtual Team Building & Fundraising Tool Kit



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CHECKLIST

This toolkit contains some very helpful tips on how to recruit participants, create a team and raise money for the walk! Below is a checklist you can use to help you keep track of your progress!

Recruiting Participants

Register online to attend	
Remind them children under 18 are free	
Donate directly online or by mailing a check	
Form a team (through church, school, work, etc)	
Set up a phone bank	
Talk to your employer about matching funds	

Create A Team

Start your own team	
Come up with a creative team name	
No restrictions to team size	
Create a personal page on the WTEH website	
Make it competitive, have prizes for most money raised	

Raising Money Tips

Set a goal	
Share your story - why hunger relief is important to you	
Make a list of all your contacts	
Send them personal email invitations (See sample letter)	
Ask face to face (via ZOOM or other online apps)	
Share on social media	
Follow up	



FAQS

What is the Walk To End Hunger?

The Walk to End Hunger is a family friendly event focused on raising money for 9 Twin Cities-based hunger relief organizations. Held on Thanksgiving morning, the Walk to End Hunger will be virtual this year, with the same tradition and a new perspective. Tune in this Thanksgiving morning, November 26th at 10:00am to help others, then help yourself to seconds.

Each year more than 5,000 walkers join together in the fight against hunger. Be a Hero - Walk to End Hunger. Your participation in the Walk to End Hunger goes directly to supporting people in your community! Registration fees and dollars raised go directly to the partner organization of your choice. Register to walk for one of our partner organizations, or walk to benefit all organizations equally.

In the aftermath of the civil unrest in the Twin Cities, and the COVID-19 pandemic, 1 in 8 Minnesotans are experiencing hunger, high rates of job losses and unprecedented economic uncertainty. Over 275,000 Minnesotans don't know where their next meal is coming from, and that is why it's imperative the Walk to End Hunger continue this year, virtually.

The virtual event includes: a week-long campaign online, a gobble contest, family photos, etc. Day of event includes entertainment, ways you can help be a part of hunger relief, information about our 9 partner hunger relief organizations, cooking spots and a half hour interactive kids show!

How much is registration?

Registration is \$25 per person, but we encourage everyone to try to set a goal of \$100 in fundraising after you've registered. Registration is now open!

Do I need to register my child/children for the walk?

Children under 18 who wish to fundraise for the walk should register online. Children under 18 who will just be participating on walk day do not need to register online.

How do I register?

To register online, go to walktoendhunger.org and click on the green "Register Now!" button. You'll set up an account and be registered within minutes!

Can I volunteer for the walk?

This year, due to COVID, we won't have a need for volunteers! But you can volunteer through our 9 partner organizations that are always looking for volunteers to help get food to those in need.



DONATIONS

Where do the funds from the Walk go?

Since its inception in 2008, the Walk to End Hunger has raised \$3,000,000 to help support organizations working to eliminate hunger in the Twin Cities metro area. 100% of the net proceeds are distributed to our partner organizations. You can see the full list of these organizations on our website.

How do I donate?

If you go to our website, you can choose to either register or donate! You can donate to the general fund of the walk, or to one of our partner organizations. Receipts are emailed.

Are donations tax deductible?

All donations are tax deductible in the same calendar year your donation was processed (to the extent allowed by law). Work with your tax professional to determine eligibility.

I received check donations, or would like to donate by giving a check. Where can I send check donations?

You can mail the checks to:

Walk to End Hunger
555 Park St. Ste 400
St. Paul, MN 55103

Please enclose a note for us with your name, or team name, so we can credit the donations to you.

Who should checks be written to?

Checks can be made out to Walk to End Hunger.



TEAM BUILDING

What is a Walk Team?

Teams are made up of family, friends and co-workers all fundraising and walking together under one team name.

How do I start my own team?

Starting a team is easy. Register your team today at walktoendhunger.org. Once you register, set a goal of how many people you want to have on your team, and establish your fundraising goal - then start asking! Encourage all your team members to help meet your team goal.

How many people do we need to form a team?

We recommend that a team consist of 8-10 people who raise a minimum of \$100 per person. But we leave the size of your team up to you!

Does having a team require some kind of corporate donation?

The majority of contributions will be generated by your individual team members. However, corporate matching gifts can enhance employee fundraising efforts. See more on our "Preparation" page in this tool kit.

How can my company participate?

Companies can participate by organizing teams of employees to raise funds and walk by being a corporate sponsor or doing a company match. Many companies have matching gift programs, match any donations made by their employees to nonprofit organizations. This can double (or sometimes even triple) the money raised! Check with your employer to see if they offer a matching gift program, and what needs to be done in order to get your donation matched! Some companies will match gifts made by retired employees and spouses. Don't forget to follow up with your donors' companies about matching gifts too!

Is participation on a company team limited to employees only?

No. Team participation is encouraged among families and friends as well.

What is a personal page?

A personal fundraising page is a web page provided by our Walk To End Hunger website to every registered online participant to help promote fundraising for the walk. Your personal page is automatically created for you when you register online and is where you can direct friends and family who want to donate to the Walk on your behalf. They can donate online or print an offline donation form to mail in with their check. We encourage you to personalize your page with a photo and to share your inspiration for walking.



HOW TO PREPARE

Set A Goal

Log into your personal fundraising page and set your goal. You're not obligated to reach that goal, but it shows your donors you are reaching for the stars, and they'll want to help you get there. Be the one to make your first donation. Donors will see you are even more committed and be inspired to give.

Share Your Story

After you have personalized your page, share it! The Walk To End Hunger has become an annual tradition for so many people, especially families. The "Give Back Before Giving Thanks" mantra is just the motivation you need to be a part of this great hunger relief movement!

Make A List Of All Your Contacts, And Send That First Email

The number one reason people do not donate to a cause is because they were not asked! Tell them you are participating in the walk and, most importantly, tell them why you are getting involved. The best people to ask to support your fundraising efforts are those closest to you! Start by asking for donations from family, friends, coworkers, classmates, neighbors, etc. Your network will support a cause they know is so important to you. Plus, all gifts are tax-deductible!

Ask Face To Face (Zoom to Zoom)

The most effective way to rally support is to make donation requests in person! Not only is it more personal, but it's harder to say "no" to someone in person. Since we can't get together like we used to - connect with friends via Zoom or other online apps.

Sample Letter

We know that writing (and asking for money!) can be hard, but we've made it easy for you with a pre-written letter! Just print, sign and send!

Share on Social Media

POST - SHARE - REPEAT! Post your fundraising page link on Facebook, Instagram, Twitter, etc. No matter what platform, social media is an effective way to tell people what you're doing, and how they can support you. You never know who might click and give!

Follow Up

Sometimes it can take 2 or 3 asks before someone makes a donation. When you send a reminder email, tell them how close you are to your goal to give a sense of urgency. Send out frequent encouragements and reminders to your teammates about the walk, your fundraising status and some fundraising tips!



THE VIRTUAL WAY

One step or ten thousand steps - they all make a difference!

Complete the mileage at your own convenience and wherever you live at a time that is convenient for you.

Set a personal goal - 1 mile in 1 day or week, 5 miles over 2 weeks, 10 miles over a month. Customize what works best for you.

This walk can now be nationwide - worldwide! Invite your friends and family from everywhere to support your walk!

Ways to VIRTUALLY Participate

- Walk Inside (walk a lap around your home, go up and down stairs)
- Walk Outside (local parks, your neighborhood)
- Grocery Shopping
- Take your dogs on a walk
- Exercise at local gym or take online classes (treadmill, rowers, ellipticals, stationary bikes, etc.)
- Park further away from the front door of stores
- Get off the bus or out of the Uber early and walk the rest of the way home
- While watching TV, get up and walk during commercials
- While on the phone with someone, walk instead of sitting or standing
- Hide the remote so you have to get up to change the channel
- March in place as you brush your teeth
- Skip escalators and elevators if possible
- Mow the lawn or rake the leaves
- Play your favorite song and dance like no one's watching!

Track Your Progress

- You can download an app to automatically track your steps or allow for manual input. Google "Free step trackers" for your type of phone.
- Take photos, screen captures or write down to track your progress

Choose Your Distance - Average Step Counts

- One lap around the Mall of America is 2000 steps
- 60 minutes of walking equals about 7200 steps
- A set of tennis is between 6000-8000 steps
 - 1 min Low intensity (gentle) = 85 steps
 - 1 min Moderate/Brisk intensity (comfortable) = 150 steps
 - 1 min High Intensity (tolerable intensity) = 200 steps
- One lap in a swimming pool equates to about 130 steps



SAMPLE LETTER

Dear **NAME**,

Please join me in my fundraising efforts on Thanksgiving Day for the virtual Walk to End Hunger. I am excited to be participating with 5000+ people who join together in the fight against hunger.

The Walk to End Hunger is a family-friendly fun walk. It is a great way to start your holiday off right - giving back before you give thanks! Since its inception in 2008, the Walk to End Hunger has raised \$3,000,000 to help support organizations working to eliminate hunger in the Twin Cities metro area. 100% of the net proceeds are distributed to our partner organizations. Be a Hero - Walk to End Hunger. Your participation in the Walk to End Hunger goes directly to supporting people in your community! Registration fees and all dollars raised go directly to the partner organization of your choice. Register to walk for one of the partner organizations, or walk to benefit all 9 equally.

In the aftermath of the civil unrest in the Twin Cities, and the COVID-19 pandemic, 1 in 8 Minnesotans are experiencing hunger, high rates of job losses and unprecedented economic uncertainty. Over 275,000 Minnesotans don't know where their next meal is coming from, and that is why it's imperative the Walk to End Hunger continue this year, virtually.

I am helping, and I'm asking you to help too. Together, we can do so much more! It is with your generous support that we can make a difference. I want to invite you to virtually walk with me Thanksgiving morning. Your friends and family are invited to join us too! You can all join our team (or create your own) on walktoendhunger.org. Fundraising for this walk starts now and will go through Thanksgiving Day!

Double the impact of your gift and find out if your company might match donations through a matching gift program! Use your credit card, it's quick and secure. You can even mail a check directly to the walk!

Walk to End Hunger
555 Park St. Ste 400
St. Paul, MN 55103

Thank you for your consideration. This Thanksgiving help others first, then help yourself to seconds!

Sincerely,
YOUR NAME AND CONTACT INFO



walktoendhunger.org

