

Suggested CROP WALK OUTLINE AND TIMELINE - adjust as appropriate for your WALK

	WALK Team Leader	Recruitment	Logistics/Safety	Treasurer	Education	Public Relations	Business Sponsorship
ORGANIZING MEETING 12 weeks before	Invite past & potential Team members to Organizing Meeting; set WALK & meeting dates & WALK goals	Identify Recruiters who reflect the diversity of the community; set goals for each group	Check safe WALK route & any needed permits or insurance with proper authorities	Receive and review Treasurer's Packet & attend Organizing Meeting	Review Education & Worship inserts in Recruiter's Guide & advocacy issues on CWS Website	Send Press Release with WALK info to local media	Ask local businesses to underwrite T-shirts, street banner, etc. for WALK.
10 weeks before	Coordinate planning of Recruiter's Orientation with Recruitment Leader & Treasurer	Coordinate planning of Recruiter's Orientation with Team Leader & Treasurer	Arrange rest stops and refreshments for WALK Day	Clear dates to attend Recruiter's Orientation and WALK Day	Work with Recruitment Leader to include education & advocacy in Orientation meeting	Request Town Proclamation for CROP WALK Day	Ask businesses to encourage & match employees who walk
8 weeks before	Send leader's list, local allocations, insurance requests, etc. to Regional Office	Recruit multi-generational participation in WALK	Enlist volunteers for registration and rest stops	Consult with Team Leader about plans to receive funds from Recruiters	Offer CWS videos & educational resources to schools and others	Prepare Bulletin Insert & Press Release with local information	Ask businesses to donate in-kind gifts of refreshments, water, etc.
RECRUITMENT MEETING 6 weeks before	Lead Recruiter's Orientation with Recruitment Leader. INFORM AND MOTIVATE!	Prepare and distribute WALK packets & materials at meeting and to Recruiters who don't attend	Share route map & pre/post activities planned for WALK Day with Recruiters at Orientation	Attend Recruiter's Orientation;inform Recruiters of deadline and where to turn in funds	Review & demonstrate education/ advocacy materials at Recruiter's Orientation	Distribute local WALK information flier at Recruiter's Orientation	Be alert to business contacts at the meeting for current or following year support
3 weeks before	Communicate weekly with WALK Team	Ask Recruiters for progress report	Secure police, crossing guards, First Aid personnel, etc.		Plan at least one education/advocacy activity for WALK Day	Distribute signs & posters throughout community	Publicize business contributions on local WALK materials
1 week before	Confirm with Safety-Logistics Leader WALK arrangements;police, checkpoints, registration, etc.	Ask Recruiters for Walker estimates	Confirm rest stops & WALK Day volunteers for registration, etc.		Check CWS Website for advocacy updates www.churchworldservice.org	Contact local media (TV & newspaper) to secure coverage for WALK Day	Continue to solicit business support
Day of WALK	Host the WALK! Welcome Walkers & celebrities. Publicly thank everyone	Assist with the registration of Walkers	Post (& remove) route markers;set-up registration and train volunteers. Clean-up	Be present at WALK to safely receive funds and tally pledges	Set-up interpretive displays and tables for letter-writing, etc.	Host media & take photos	On WALK Day publicly thank businesses for their support.
1 week after	THANK the Team! Report number of Walkers and financial estimates to Regional Office	Send thank you to Recruiters and encourage funds and envelopes be turned in to Treasurer		Receive funds; stamp all checks and mail at least weekly to Elkhart, Indiana	Mail letters to Congresspersons	Send press release with number of Walkers & funds raised	Send letters/certificates of appreciation to businesses for their support
2 weeks after	Check progress in collecting funds and CROPWALKER Envelopes			Calculate totals from each congregation/ organization;prepare report		Submit Letter to the Editor thanking all participants and supporters	Send Letter to the Editor thanking businesses
EVALUATION MEETING 4 weeks after	Lead evaluation meeting; set the date & identify leaders for next year's WALK	Evaluate Recruitment; maintain contact list for next year's WALK	Evaluate WALK arrangements	Collect used/unused CROPWALKER Envelopes; send with report to Regional Office	Evaluate education & advocacy at the WALK	Evaluate public relations for WALK	Evaluate & create a plan for next year's WALK