

Access of West Michigan

**WALK
FOR
GOOD
FOOD**



HEALTHY - GREEN - FAIR - AFFORDABLE

MAY 5, 2019

WALKER/ RECRUITER PACKET



WELCOME

Dear Walker/ Recruiter,

We are so happy to have you on board for the Access Walk for Good Food 2019. The Walk prioritizes organizations seeking to transition from typical charitable models into models upholding community organized and equity-focused efforts, health and nutrition standards, and overall movement toward food sovereignty.

“Hunger” can be hard to define and even harder to solve. While feeding people to address hunger is important, the goal of the Walk is to fund organizations that are addressing root causes of food insecurity and poverty and support reflects the mission of the organizations that receive funding from the Walk as we together seek to cultivate a Good Food System, namely, a system in which food that is healthy (provides nourishment and enables people to thrive), fair (no one along the production line was exploited during its creation), affordable (all people have access to it), and green (produced in a manner that is environmentally sustainable) is available to all.

We are so thankful for your efforts in making this year’s walk successful. We look forward to working with you. Happy Walking!

Sincerely,

Access Walk Staff

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GETTING STARTED

REGISTER AND MANAGE YOUR FUNDRAISING PAGE

Here's what you need to do in order to be registered to participate in the Access Walk for Good Food. You can also create a team or join a team during this process, and at the end of registration you'll be prompted to create your own fundraising page.

- Go to the Access of West Michigan website at www.accessofwestmichigan.org/walk
- Click on the "Register Now" button on the homepage - you will be directed to a new page.
- Accept the waiver
- Choose your registration type: Register as an Individual, Join a Team or Create a Team

REGISTER AS AN INDIVIDUAL

- Register as a Walker or a Volunteer
- Enter your contact information and answer a few questions
- Create your fundraising page
- Send emails to family and friends asking for their support and start raising money!

JOIN A TEAM

- Register as a Walker or Volunteer
- Search for and select your team
- Enter your contact information and answer a few questions
- Create your fundraising page
- Send emails to family and friends asking for their support and start raising money!

CREATE A TEAM

- Register as a Walker or Volunteer
- Create your Team
- Enter your contact information and answer a few questions
- Create your fundraising page
- Send emails to family and friends asking for their support and start raising money!

ENTERING CASH AND CHECK DONATIONS

If you receive a cash or check donation from one of your sponsors you can enter into your online donation portal so that you can accurately track how much money your team is raising. Cash and check donations will still need to be submitted to Access of West Michigan to be accurately counted toward your final total.

To enter a cash or check donation simple follow these steps:

- Log into your donation page
- Click the Fundraising tab on the left-hand side of the page (the Fundraising tab includes an icon that looks like a pie chart)
- On the left-hand side a tab should pop up underneath the Fundraising tab that says Manage Cash or Check, click on that tab
- This will take you to the Manage Cash and Check donations page. Simply fill out the information and click the Add Donation button on the bottom of the page.

SPREADING THE WORD

SHARE YOUR STORY

ASK TO SHARE YOUR STORY AT SOME OF THESE SUGGESTED LOCATIONS:

- Work (E-News, Newsletter, Mass Email, Staff meetings, etc.)
- Church
- Book Clubs
- Gym
- Social Groups

HOST A FUNDRAISER

There are many fundraising opportunities, but here are a few ideas you can try:

- Host a Fundraising Chili Cook Off
- Host a Penny Drive
- Host a Bake Sale

WEB AND SOCIAL MEDIA

SUGGESTED SOCIAL MEDIA TIMELINE

END OF FEBRUARY:

- Download the graphics from Access and create your social media and e-news calendar for the late winter/ early spring leading up to the Walk for Good Food.

MARCH:

- Send out the Save the Date graphic urging people to save the May 5th date to their calendars.
- Make a general announcement that your business or organization is participating in the Walk for Good Food.
- Send a social media message at least once a week to inform people about how they can register to walk or raise money, how they can donate to or support your fundraising campaign, or other ways they can support the Walk or its Recipient Organizations.

APRIL:

- Send out social media blasts twice a week.
- Encourage others to share your posts and donate to the Walk.

MAY:

- Send out social media blasts each day counting down to the day of the Walk.
- Remind people of the date, time, and location of the event.

DAY OF:

- Post pictures and updates of the event before, during and after the event
- Encourage people to continue donating after the event (donations accepted through the end of June)

DAY AFTER:

- Send out thank you's to everyone who participated, donated, and supported your efforts! Post updates and photos of the event along with the thank you messages to social media, email, and e-news blasts. Your donors, sponsors, and supporters will appreciate it.

JUNE:

- Send out a reminder once a week with Walk fundraising goal updates, encouraging people to continue donating through to the end of June.
- Send a social media, e-blast on the last day of June, reminding people that it is the last day to donate. Be sure to include donation link.

SAMPLE POSTS

Send the good walk news by using these sample post examples. Feel free to edit and customize as necessary.

Tip: Posts tend to do best when accompanied by images. Feel free to use any of the sample image material with your posts to enhance your audience's post engagement. Posting frequently is also a plus!
You can find all resource material at: accessofwestmichigan.org/walk-resources

FACEBOOK:

- Post about your fundraising activities - why you are participating in the Walk, what your goals are, provide updates, ask your friends to participate by donating to your goal.
- Post a link to information about the walk.
- Create contests with fundraising challenges.
- Change your facebook cover photo to promote the walk (see download on website)

Tip: Sharing why the walk personally matters to you will help your friends and family feel most connected to the cause and motivated to give support.

Sample Facebook Posts:

“Want to help build a thriving food system in your community? Join us for the #Walk4GoodFood on May 5th in downtown GR. Register at: [insert registration link]”

“Who's ready to get out and enjoy the spring weather? Join us on May 5th with our annual Walk right here in downtown GR. Learn more at accessofwestmichigan.org/walk”

“Register now for the Access Walk for Good Food being held on May 5th. Help us promote a thriving food system for all. Register at: [insert registration link]”

“It's not too late to register for the Access Walk for Good Food on May 5th. Bring your family and friends to help make a difference in our community. Registration link: <https://secure.e2rm.com/registrator/startup.aspx?eventid=233817>”

TWITTER:

- Post goals, reminders and updates.
- Post links to the Walk website, your fundraising page, special stories, etc.

Sample Twitter Posts:

“Join @AccessofWMM on May 5th for the #Walk4GoodFood #W4FG. Walk to help us promote a thriving food system for all.”

“Support 20 local and international organizations working to increase food security and food justice. Register for @AccessofWMM #Walk4GoodFood #W4FG coming up on May 5th. Register: <https://secure.e2rm.com/registrator/startup.aspx?eventid=233817>”

“Volunteer, sponsor, donate, or walk in @AccessofWMM #Walk4GoodFood #W4FG coming up on May 5th to help end food security here in Kent County. Register:”

“Tomorrow's the day! Walk starts at Park Church at 2:30pm. Hope to see you all there! #Walk4GoodFood #W4FG”

INSTAGRAM:

Feel free to use any of the branded walk images to post onto your Instagram page. Branded images can be found at accessofwestmichigan.org/walk-resources

- Share images of your organization in past walks
- Share images of your organization participating in WFGF events and trainings, or doing any Good Food work within your organization or community.

SAMPLE CHURCH BULLETIN ANNOUNCEMENT:

We are pleased to announce that [insert Church/ Organization name] will be participating in the Access Walk for Good Food (formerly the Access Hunger Walk) a fundraising walk designed to support the development of work related to community food security and Good Food system principles.

The goals of the Walk are to raise awareness of the positive efforts of local and international food system organizations, to engage community members in supporting these efforts through walking and raising pledges, to create a space of collaborative energy and work among food system organizations thereby uniting local efforts within the food system for a common goal, and to fund all recipient agencies for proactive projects and operational costs that stimulate and sustain a vibrant local food system.

The Walk takes place this year on May 5, 2019, at Park Church in Downtown Grand Rapids. Kick off and registration begins at 1:30p and the Walk begins at 2:30p.

SAMPLE PRESS RELEASE:

FOR IMMEDIATE RELEASE

For more information, contact:

[insert name, title, contact info]

[insert date]

[insert Press Release title here]

Grand Rapids, Mich. — For the love of Good Food, fair weather, and family fun: The Access of West Michigan annual 5k Walk for Good Food is set to take place on May 5th in downtown Grand Rapids, and promises an afternoon of movement for a great cause.

Registration begins at 1:30 p.m. at Park Church (10 E Park Place NE, Grand Rapids) and will include activities from chalk drawing to live music to photo booths to face painting, accompanied by Goodwill's Blue Spoon Food Truck. The Walk kicks off at 2:15 p.m.

“Hunger” can be hard to define and even harder to solve. While feeding people to address hunger is important, the goal of the Walk is to fund organizations that are addressing root causes of food insecurity and poverty and reflect the mission of the organizations that receive funding from the Walk as we together seek to cultivate a Good Food System, defined as a system in which food that is healthy (provides nourishment and enables people to thrive), fair (no one along the production line was exploited during its creation), affordable (all people have access to), and green (produced in a manner that is environmentally sustainable) is available to all.

The Walk is made possible through the participation of over 600 individual walkers, over 70 congregations, and 30 corporate sponsors. This year the Walk will fund 20 local organizations, meaning that contributing to this one cause ripples to positively impact 20 non-profits and goes on to effect the thousands of people served by them.

The community can join the vision of a just food system by donating, sponsoring, volunteering, or walking. Learn more at <http://accessofwestmichigan.org/walk/>

[insert organizational statement here]

SAYING THANKS

SAMPLE THANK YOU

Dear [Donor Name],

Thank you for your generous gift of \$[insert given amount]. The Access Walk for Good Food was a success because of you! Every dollar makes a difference in promoting a thriving food system for all, and your participation has truly impacted our efforts. For that, we greatly thank you!

If you would like to know more about the work we do at [insert your organization's name] and how to become further involved, please do not hesitate to contact [name] at [phone number] or [email], or check out our website at [Insert website].

Sincerely,

[Name]

[Title]

[Organization]

SAMPLE THANK YOU CALL SCRIPT

DETAILS TO KNOW:

- Know their roll
- Know what how much money roughly they raised
- Tell them who you are, who you represent, and why you're calling right away.
- Smile when you're talking just as if they could see you. They will sense it.
- Take notes on calls incase you need to do a follow-up later
- Use the script straight through if leaving a message – PAUSE for responses if talking to a person!

IF THEY WERE A TEAM LEAD OR WALKED AND RAISED OVER \$200:

"Hello, this is [insert name], [insert position (staff, board member, etc.)] from [insert organization name]. I am calling to thank you for [clarify their roll (leading a team/ walking to raise money)] in this year's Access Walk for Good Food. We are so glad that you were a part of our successful event. Your work helped us to raise over \$[insert dollar amount]! Team totals and final event information will be published the first week of July on the Access of West Michigan website and official donation receipts will be in the mail by the end of June. Mark your calendars for next year's Walk on May 3, 2020! Thanks again for your hard work and commitment to creating a healthy vibrant food system!"

IF THEY WERE A SPONSOR OR MAJOR DONOR:

"Hello, this is [insert name], [insert position (staff, board member, etc.)] from [insert organization name]. I am calling to thank you for donating to help support this year's Access Walk for Good Food. We are so glad that you were a part of our successful event. Your work helped us to raise over \$[insert dollar amount]! Team totals and final event information will be published the first week of July on the Access of West Michigan website and official donation receipts will be in the mail by the end of June. Mark your calendars for next year's Walk on May 3, 2020! Thanks again for your hard work and commitment to creating a healthy vibrant food system!"

VISUAL ASSETS

FACEBOOK BANNERS



WEB ADS/ PROMOTIONAL IMAGES



FLYER



SAVE THE DATE



ALL RESOURCES AND OTHER INFORMATION CAN BE FOUND AT:
accessofwestmichigan.org/walk-resources

FOR MORE INFORMATION
PLEASE CONTACT:

ERIN SKIDMORE

WALK COORDINATOR
616.774.2175 x111

erin@accessofwestmichigan.org