Walk For Good Food Leader PACKET

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WELCOME

Dear Walk For Good Food Team Leader,

What if everyone in our community could have equal access to food that nourishes, creates good jobs, is affordable, and treats the earth well as it is produced? We believe it's possible. That's why we walk.

West Michigan is brimming with food assistance organizations, but our community continues to acknowledge "hunger" as a constant threat to children, families, and seniors. For the last four decades, emergency food providers have been the main response to hunger and food insecurity. But a charity food system focused on things like "security" and "relief" cannot address deep injustice in the food system, remedy health disparities, or grow community-driven solutions. We need a new approach.

Access envisions a thriving community where all residents have access to healthy and affordable local food. Good Food Systems approach this vision by investing finances and relational capital into our local food economy, growing health equity to reduce health disparities, and supporting community power. **Good Food**, as defined by the Michigan Good Food Charter, is food that is **fair** – no one along the supply chain was exploited for its creation, **green** – it was produced in an environmentally sustainable manner, **healthy** – it provides nourishment and enables people to thrive, and **affordable** – all people have access to it. We thank you for your commitment to working towards a thriving food system for all.

This year's Walk for Good Food will take place in a hybrid format. This means we will have an in-person kick-off event on Sunday, May 1 from 2pm to 4pm at Briggs Park (325 Knapp St NE, GR 49505). Following the kick-off the walk will continue for ten days (through May 11) as people have the opportunity to walk with their teams or in their own neighborhoods at this own pace.

We are looking forward to working with you. Our Access team working on the walk includes Alaina Dobkowski and Leila Villa. If you need anything, contact them at: alaina@accessofwestmichigan.org or 616-747-0988, leila@accessofwestmichigan.org or 616-747-0992 .

Sincerely,

The Access of West Michigan WFGF Team

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 - In Your Neighborhood. This year we have a new fundraising platform hosted by givelively.org.

- 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.
- On the right hand side, under where you can make a donation click "I Want To Fundraise For This."
- Then choose one of the options listed below in the headings, and follow those instructions.

FUNDRAISE ON YOUR OWN: CREATE MY OWN PAGE

- Click "Create my own page." This means you will not be linked to a team.
- Enter your name, email, and choose a password to create your page.
- You will then be able to edit your fundraising page by adding your own notes, uploading pictures, and setting your own fundraising goal.
- Share your fundraising page link via email and social media to family and friends asking for their support and start raising money!

FUNDRAISING AS A TEAM: JOIN A TEAM

- Click "Join a Team"
- Select your team, click "Join Team"
- Your team's information will pop up, click confirm if you have selected the correct team. (If you didn't, you can search for the correct team).
- Click "Create An Account"by filling in your name, email, and choosing a password
- You will then be able to edit your fundraising page by adding your own notes, uploading pictures, and setting your own fundraising goal.
- Share your fundraising page link via email and social media to family and friends asking for their support and start raising money!

FUNDRAISING AS A TEAM: CREATE A TEAM

- Click "Create a Team"
- Click "Create An Account"by filling in your name, email, and choosing a password
- Enter in your team name, click "Submit"
- Edit details for your team's fundraising page- including your team name, fundraising goal, you can create a suggested fundraising for your team members' individual pages, and add a short description of your team and why are are supporting the Walk for Good Food - In Your Neighborhood. Click "Save." For more information on what is on your team page, visit: https://resources.givelively.org/articles/view-a-walkthrough-of-a-team-fundraising-page
- Next you will be able to edit your personal fundraising page, or go to your team's page.
- On your personal fundraising page you can edit by adding your own notes, uploading pictures, and setting your own fundraising goal.
- Share your fundraising page link via email and social media to family and friends asking for their support and start raising money!
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SPREADING THE WORD

PROMOTE YOUR PARTICIPATION

ASK TO SHARE ABOUT THE WALK AT SOME OF THESE SUGGESTED LOCATIONS:

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

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 1st-11 date to their calendars.
- Make a general announcement that your 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 kickoff, and then each day during the ten day walk period!
- Share what your Walk team is doing via social media. Be creative!
- Remind people of the dates of the Walk event.

WEEK OF:

- Encourage team members to post photos of their walk, share them on your organization's page!
- Encourage people to continue donating after the event, donations accepted through June 30.

AFTER THE WALK:

- 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

You can find all resource material at accessofwestmichigan.org/walk-resources

Send the good walk news by using these sample post examples, edit and customize as necessary. Lean into sharing your own story: why does Good Food matter? 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 will be necessary to make the virtual Walk a success! Encourage walkers on your team to post pictures of them wearing past Walk t-shirts if they have them, share their walk plans, and post their own stories about why they are walking! Encourage everyone to use #Walk4GoodFood or #W4GF. We also encourage use of Facebook and Instagram Live videos and adding to your stories.

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)
- Sharing why the walk personally matters to you will help your friends and family feel most connected.

Sample Facebook Posts:
"Want to help build a thriving food system in your community? Join us for the #Walk4GoodFood #W4GF, join us May 1 at Briggs Park for our Kick-Off, or walk in your own neighborhood through May 11 between May 1-11. Register at: [insert registration link]"

"Who's ready to get out and enjoy the spring weather? Join us on May 1- May 11 for our annual Walk, this year kicking off in-person at Briggs Park, or you can walk on your own in your neighborhoods! Learn more at accessofwestmichigan.org/walk about how you can get involved."

"Register now for the Access Walk for Good Food, taking place May 1 - May 11. 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 taking place May 1 - 11. Join us for the kick-off at Briggs Park or walk in your neighborhood in the following ten day walk period and raise support for organizations working to address food insecurity and poverty. Registration link:[insert registration link]"

TWITTER:
"Join @AccessofWM on May 1-11 for the #Walk4GoodFood. Walk to help us promote a thriving food system for all. #W4GF"

"Support local organizations working to increase food security and food justice. Register for @AccessofWM virtual #Walk4GoodFood coming up on May 1-11. Register: [insert registration link] #W4GF

"Sponsor, donate, or walk in your own neighborhood for the @AccessofWM virtual #Walk4GoodFood2021 coming up May 1-11 to support a Good Food System for all. Register:[insert registration link]"

"Tomorrow's the day! The Walk kicks off May 1! Join us at Briggs Park at 2pm! Share with us your photos and stories! #Walk4GoodFood"

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 you in past walks

SAYING THANKS

SAMPLE THANK YOU EMAIL

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!

Sincerely,

[Name]

SAMPLE THANK YOU CALL SCRIPT

DETAILS TO KNOW:

- Know their role
- Know 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 in case 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]**. I am calling to thank you for **[clarify their role (leading a team/ walking to raise money)]** in this year's virtual 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 7, 2022! Thanks again for your hard work and commit-ment to creating a healthy vibrant food system!"