

Team Building & Fundraising Tool Kit

**WALK
TO END
HUNGER**



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FAQS

What is the Walk To End Hunger?

The Walk to End Hunger is a family-friendly 5K fun walk. Held on Thanksgiving Morning in the Mall of America, it's a great way to start your holiday off right - giving back before you give thanks!

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 all 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 10 equally.

The morning includes: two areas for quick and easy registration, a 20 minute kick-off ceremony, a 1-2 mile walk (a lap or two around the Mall of America), four fun zones full of activities like arts and crafts, games, facepainting, balloon artists, character appearances, visit Santa, t-shirt sales and more!

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.

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

Children who are under 18 and 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 www.walktoendhunger.org and click on the green "Register Now!" button. You'll set up an account and be registered within minutes!

You can register day of as well (\$10 more per person), although we strongly encourage everyone to register pre-event. Bypass the long registration lines and be on your way to enjoy the many activities that much sooner!

Can I volunteer for the walk

Yes, we gather about 100 volunteers to help us make the Walk To End Hunger a streamlined event and we'd love your help! Go to our website and look for the VOLUNTEER button.

How can I get a t-shirt?

All you have to do is hit the \$100 fundraising goal and the t-shirt is ready for you to pick up day of event!



DONATIONS

Where do the funds from the Walk go?

Since it's inception in 2008, the Walk to End Hunger has raised on \$1,200,000 to help support hunger relief 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 our 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 choose to donate to the general fund of the walk, or to one of our partner organizations. Receipts are emailed or if you give day of, handed to you onsite.

What happens to the donations if I can't participate in the event?

We're so grateful for your fundraising efforts and sorry we will miss you at the Walk. Please be assured all donations go towards directly to supporting people in your community. If you were planning to turn in donations on Walk Day and are unable to attend, please make sure to mail them in with an offline donation form. You can find the form on the walker homepage under "Resources" – and this will ensure we properly associate your donations with your team. If you are unable to make the event itself we encourage you to register as a Sleep Walker!

Are donations tax deductible?

All donations are tax deductible in the same calendar year your donation was processed to the extent allowed by law. Please work with your tax professional to determine what deductions you are eligible for.

I would like to send a check - where can I send it?

You can mail the checks into us at:

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. If you would like to bring cash or checks with you to the Walk to End Hunger, print off the Offline Donation Form from our website and bring it, with the donations, to the Registration Table.

Who should checks be written too?

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 www.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?

Corporate donations are encouraged but not required. 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, be a corporate sponsor or doing a company match. Many companies have matching gift programs, matching 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 involved 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 and 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 love to support a cause they know is so important to you. Plus, all gifts are tax-deductible!

Ask Face To Face 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.

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!



SAMPLE LETTER

Dear **NAME**,

I am raising money by walking at the Mall of America for the Walk to End Hunger on Thanksgiving Day! I am excited to be walking with 5000+ people who join together in the fight against hunger.

The Walk to End Hunger is a family-friendly fun walk. The walk 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 on \$1,200,000 to help support hunger relief 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 10 equally.

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 walk with me Thanksgiving morning. Ask your friends and family to join us too! You can all join our team (or create your own) on the webpage at www.walktoendhunger.org. And best of all, it's all done by 10am, just in time for turkey!

If you are unable to join us on walk day, you can still support our team with a donation or registering as a Sleep Walker. 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

