

Hunger Walk Best Practices



Every year on Memorial Day the Freestore Foodbank hosts a fundraiser to benefit our partners. Each partner can create a team and have their supporters sign up to walk for them. The registration fee and all donations is given back to the partner to help feed people in their neighborhood.

We asked a few agencies that have successfully and continuously gotten a lot of participants to walk for them what their secrets were so we could share the information with you, they had some great advice!

Tips on how to create a successful team for your agency

1. Create a culture behind the Hunger Walk; if you are a part of a group or congregation make it something that everyone does together. Focus heavily on the members and visitors to get them registered.
2. Invite and encourage every volunteer.
3. Encourage each person that signs up to ask at least 5 friends or family members if they would like to walk together. They can make it a day in Downtown Cincinnati!
4. If someone does not want to pay the full price, ask if they would like to make a smaller donation toward your fundraising goal. **Even if someone donates \$1, take it!**
5. Look around your neighborhood for places with community boards, coffee shops for example. You can put up a poster with your agency written at the bottom so people know who to support. Include contact information so they can call with questions.
6. Post on social media **A LOT!**
7. If you are fundraising for something specific let people know where their money is going. "Would you like to walk in this event for our agency, all of the proceeds will go towards purchasing a new freezer so we can feed more people."
8. Show impact. Display \$20 of food purchased at Kroger vs. \$20 of food purchased at the Freestore.
9. Make it fun!
 - Have contests around how many extra participants your supporters get signed up.
 - Hold a raffle where participants get to put their name in each time they sign someone up. The more people they sign up, the more chances they have to win.
10. Reach out to:
 - Other businesses in your area and see if they will promote the event to their employees and guests
 - Running clubs
 - Schools