

# Hunger Fighter Tool Kit

## WALK TO END HUNGER



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# Walk to End Hunger Participant Checklist



<input type="checkbox"/>	<b>Register for the Walk to End Hunger at <a href="http://walktoendhunger.org">walktoendhunger.org</a>!</b> This year, registration is free!
<input type="checkbox"/>	<b>Update your participant page!</b> Tell people why they should help you support the Walk to End Hunger!
<input type="checkbox"/>	<b>Share your participant page with your family and friends.</b> Use email or social media to let people know you're walking!
<input type="checkbox"/>	<b>Raise \$100 dollars to be entered to win!</b>
<input type="checkbox"/>	Keep on fundraising! You have until the end of November to get donations from your friends and family!
<input type="checkbox"/>	<b>ATTEND THE WALK TO END HUNGER!</b> Join us on Thanksgiving morning at the Mall of America from 8:00 – 10:00 a.m.
<input type="checkbox"/>	Take photos at the Walk to End Hunger and share on social media using hashtag <a href="https://twitter.com/walktoendhunger">#walktoendhunger</a> .
<input type="checkbox"/>	Visit <a href="http://www.walktoendhunger.org">www.walktoendhunger.org</a> to find additional activities for your family to do during No Hunger November.
<input type="checkbox"/>	<b>Continue to ask your friends and family to support your fundraising efforts for the Walk to End Hunger!</b> Donations accepted until Dec. 1st.



# FAQS

Event Questions

## WHAT IS THE WALK TO END HUNGER?

The Walk to End Hunger is a family-friendly event focused on raising money for anti-hunger efforts in Minnesota. The event is a peer-to-peer fundraising event, allowing participants to ask their family and friends to help support 7 Twin Cities-based hunger relief organizations raise money during the Thanksgiving holiday season. Since its inception in 2008, the Walk to End Hunger has raised over \$3 million for hunger relief!

## IS THE WALK TO END HUNGER HAPPENING ON THANKSGIVING MORNING?

The Walk to End Hunger experienced changes during the COVID-19 pandemic, just like the rest of us. But this year, we are happy to welcome you back to the Walk to End Hunger on Thanksgiving morning!

The Walk to End Hunger will take place from 8:00 a.m. - 10:00 a.m. on November 24th, 2022. Doors open to participants at 7:00 a.m. Join us for a short program starting at 8:00 a.m. to kick off the Walk to End Hunger.

## WHERE DO WE PARK?

Park on floors 1 or 2 on the East Parking Ramp, and enter the Mall of America by Sea Life. The event program and Walk to End Hunger kick off will start at 8:00 a.m. in the Mall of America Rotunda.

## WHAT IF I'M NOT COMFORTABLE VISITING THE MALL OF AMERICA BUT STILL WANT TO PARTICIPATE?

You're welcome to "walk" however you'd like! Here are some ideas:

- Walk around one of the many lakes in the Twin Cities metro!
- Take a walk around the block with your family and friends!
- Walk around the grocery store and grab some items to donate to our of our partner organizations!

You can "walk" however you'd like this year - just make sure to use #walktoendhunger to let us know how you're doing it!



# FAQS

Registration

## HOW DO I REGISTER?

You can register online here. You can choose to register to support one of our partner organizations, or choose to register generally for the Walk to End Hunger to support all 7 partner organizations! Either way, you'll be making a difference. Registration is free, but you're encouraged to help raise money for the Walk to End Hunger by asking your family and friends to help support your efforts to give back, before giving thanks. Help raise over \$100, and you'll be eligible to win some really cool prizes! For more tips on fundraising, [click here](#).

## CAN I USE THE SAME LOG-IN THAT I HAD FOR LAST YEARS' REGISTRATION?

Yes! Register for the event with the same email as last year, and you will be able to log in with all the same information.

## HOW MUCH IS REGISTRATION?

This year, the Walk to End Hunger is free to attend! Registration is free, but we still hope you'll help us raise money for the event! We encourage everyone to set a goal of raising \$100. That's asking just 4 friends or family members to give you a \$25 donation.

For fundraising tips, [click here](#).

## DO I HAVE TO FUNDRAISE?

The Walk to End Hunger is a fundraising event, so we hope that all our walkers help us raise funds so our 7 partner organizations can continue the work they do throughout the Twin Cities. If you don't wish to ask for donations from your friends and family - that's okay too, we will still be happy to see you there on Thanksgiving morning.

## WHAT IS MY PERSONAL PAGE?

Your personal fundraising page is a webpage provided by the Walk to End Hunger website to every registered online participant to help promote fundraising efforts. 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 to End Hunger on your behalf. Personalize your page with a photo and share your inspiration for walking!



# FAQS

Registration

## **I HAVE A CASH OR CHECK DONATION. HOW CAN I GET THOSE TO COUNT TO MY TOTAL RAISED?**

You can bring them to the Walk to End Hunger on Thanksgiving morning. Or, you can print off the Offline Donation Form, and send checks and cash to:

*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.

## **WHAT IS A WALK TEAM?**

Teams are made up of family members, family, friends, and co-workers who are all fundraising and participating together under one team name.

## **HOW DO I BUILD A TEAM?**

Starting a team is easy. When you register on [walktoendhunger.org](http://walktoendhunger.org), choose to start a team. Make sure to set up your team page, then you can send the link to your network and ask them to join your team.

How many people do I need to be on a team?

Your team can have as many or as few members as you wish. We recommend a minimum \$500 goal for each team, so we recommend a minimum of 5 team members to raise \$100 each. But we leave the size of your team up to you!

## **CAN MY COMPANY PARTICIPATE?**

Companies can participate by organizing teams of employees to raise funds and walk by being a corporate sponsor or doing a company match. Many companies have matching gift programs that match any donations made by their employees. This can double (or sometimes triple!) the impact. Check with your employer to see if they offer a matching gift program.



# FAQS

Donations

## HOW DO I DONATE?

You can donate on [walktoendhunger.org](http://walktoendhunger.org) by clicking the green Donate button, or by sending a check donation (see below).

If you just wish to donate, you have some options. You can donate to the Walk to End Hunger to have your donation split amongst 7 anti-hunger organizations, you can donate to one of the organizations specifically, or you can donate to a Walk to End Hunger team or participant to help support their efforts.

## WHERE DO THE FUNDS FROM THE WALK GO?

Since its inception in 2008, the Walk to End Hunger has raised over \$3 million 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 a full list of these organizations here

## DO I HAVE TO RAISE \$100 TO BE ABLE TO REGISTER?

No, we suggest a goal of \$100 per person to increase your impact on helping the 1 in 9 Minnesotans who struggle to put food on their tables. Plus, if you raise more than \$100, you'll be entered to win some really cool prizes!

## ARE DONATIONS ON THE WEBSITE SECURE?

Yes, all donation and registration information on our website is secure. When you get to a screen that asks for private information (contact and payment information), you will see that it shifts to a <https://secure> site.



# FAQS

Donations

## **I HAVE RECEIVED SOME DONATIONS IN THE FORM OF CHECKS OR CASH, WHAT SHOULD I DO WITH THEM?**

You have two options for cash and check donations:

1. 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. Print off the Offline Donation Form to make it easier!
2. Bring the donations with you to the Walk to End Hunger. Find the donation table in the main rotunda, and we will make sure to credit the donations to your registration!

## **WHO SHOULD CHECKS BE WRITTEN TO?**

Checks can be made out to Walk to End Hunger.

## **HOW LONG DO I HAVE TO COLLECT DONATIONS?**

The Walk to End Hunger will collect donations until the end of November.



# THE WALK ROUTE

The Walk to End Hunger will start with a short kick-off ceremony in the main rotunda of the Mall of America, and will loop around the first floor of the Mall. The Walk Route is .57 miles - so bring your walking shoes!

Park in the East Parking Ramp on floors 1 or 2 and enter by Sea Life. Join us for a brief program at 8:00 a.m. then start your walk!

Along the route, you'll get the chance to meet and learn more about our 7 Walk to End Hunger partner organizations, find fun family-friendly activities, listen to some music, and learn about hunger in Minnesota.

Finish the Walk to End Hunger back at the rotunda at the Mall and be sure to take a photo celebrating your efforts to end hunger in Minnesota!





# SAMPLE LETTER

Dear [NAME],

This Thanksgiving, I am participating in the Walk to End Hunger to raise funds for hunger relief efforts in Minnesota. The Walk to End Hunger is a fundraising event benefiting seven hunger relief organizations in the Twin Cities that recognize that to *really* end hunger in Minnesota - **we need to work together**. When I thought about people who would be willing to work with me to end hunger in Minnesota, I thought of you.

Since its inception, the Walk to End Hunger has raised over \$3,000,000! This year, these organizations need our help more than ever. Because of the pandemic, 1 in 9 Minnesotans is facing hunger - **including 1 in 6 children in our state**.

I'm doing the Walk to End Hunger to help them, and I'm asking you to help too. Together, we can make a difference! Here's how you can help:

- Join me in the Walk to End Hunger on Thanksgiving morning! You can join my team, or create your own at [www.walktoendhunger.org](http://www.walktoendhunger.org).
- Donate to support my Walk to End Hunger efforts! \$25 can provide 75 meals to our neighbors in need. You can donate on my page directly [INSERT PARTICIPANT PAGE LINK]. Or you can mail a check to:

Walk to End Hunger  
555 Park St. Ste 400  
St. Paul, MN 55103

Thank you for your consideration. Together, we can make sure that everyone gets a plate this Thanksgiving.

Sincerely,  
[YOUR NAME AND CONTACT INFORMATION]



# SAMPLE SOCIAL MEDIA POSTS

## FACEBOOK

This Thanksgiving, I am participating in the #WalktoEndHunger.

Did you know that 1 in 9 Minnesotans are facing hunger today? That's 1 in 9 of our neighbors, coworkers, and friends. Please join me in the fight to end hunger in Minnesota by donating to support me as I give back, before giving thanks.

\$25 can provide 75 meals to people in need. Together, we can end hunger in Minnesota.

[INSERT PARTICIPANT PAGE LINK]

## TWITTER

This Thanksgiving, I'm doing the #WalktoEndHunger! Help me meet my goal, and help make a difference for the 1 in 9 Minnesotans facing hunger by donating today!

[INSERT PARTICIPANT PAGE LINK]

## INSTAGRAM

Did you know that 1 in 9 Minnesotans are facing hunger today - including 1 in 6 children? That's why I'm participating in the #WalktoEndHunger this Thanksgiving. Will you join me in the fight to eliminate hunger in Minnesota? Click the link in my bio to help support my Walk to End Hunger efforts. Together, we can end hunger in Minnesota!

**Find Social Media Graphics and Images here.**

## FOLLOW US!



[WWW.FACEBOOK.COM/MNHUNGERWALK](http://WWW.FACEBOOK.COM/MNHUNGERWALK)



[WWW.TWITTER.COM/MNHUNGERWALK](http://WWW.TWITTER.COM/MNHUNGERWALK)



[WWW.TWITTER.COM/MNHUNGERWALK](http://WWW.TWITTER.COM/MNHUNGERWALK)



[walktoendhunger.org](http://walktoendhunger.org)

