

NO HUNGER NOVEMBER

Tool Kit

WALK TO END HUNGER



Inside:
Participant Checklist | FAQ's | Walk Route Information
Sample Letter | Sample Social Media Posts

Walk to End Hunger's No Hunger November Checklist



<input type="checkbox"/>	Register for the Walk to End Hunger at walktoendhunger.org!
<input type="checkbox"/>	Update your participant page! Tell people why they should help you support the Walk to End Hunger!
<input type="checkbox"/>	Share your participant page with your family and friends. Use email or social media to let people know you're walking!
<input type="checkbox"/>	Plan a time to visit the Mall of America with your family & friends to do the Walk to End Hunger!
<input type="checkbox"/>	Download your No Hunger November Participant Passport to collect the code words along the Walk to End Hunger Route.
<input type="checkbox"/>	Start the Walk to End Hunger! Park in the West Parking Ramp to start the Walk to End Hunger at the No Hunger November Hub at Macy's Court.
<input type="checkbox"/>	Check to see if there are any No Hunger November activities happening along the Walk to End Hunger Route while you're there – activities are listed at www.walktoendhunger.org .
<input type="checkbox"/>	Finish the Walk to End Hunger by taking a photo at the No Hunger November Hub.
<input type="checkbox"/>	Share your pictures of the Walk to End Hunger on social media for the chance to win a \$250 Mall of America gift card – use #walktoendhunger!
<input type="checkbox"/>	Visit www.walktoendhunger.org to find additional activities for your family to do during No Hunger November.
<input type="checkbox"/>	Continue to ask your friends and family to support your fundraising efforts for the Walk to End Hunger! Donations accepted until Dec. 1st.



FAQS

No Hunger November

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 8 Twin Cities-based hunger relief organizations raise money during the Thanksgiving holiday season.

IS THE WALK TO END HUNGER ON THANKSGIVING?

This year, due to uncertainty around the COVID-19 pandemic, the Walk to End Hunger will not happen on Thanksgiving morning. Instead, to avoid large group gatherings, the Walk to End Hunger will take place throughout the entire month of No Hunger November.

The Walk to End Hunger Walk Route will be set up at the Mall of America from Nov. 1 - Nov. 30th, 2021. Bring your family, friends or team, to do the Walk to End Hunger anytime the Mall is open throughout the month, *except on Thanksgiving*. Mall hours can be found [here](#).

DO I HAVE TO VISIT THE MALL OF AMERICA TO WALK?

We know there's still a lot to worry about with the COVID-19 pandemic, so no worries! You can "walk to end hunger" however you'd like! To find out more about being a Virtual Walker, visit www.walktoendhunger.org.

WILL THERE BE AN EVENT PROGRAM?

There will not be an event program this year, but the 2020 Virtual Event program is available on our Youtube and Facebook pages for you to watch with your family and friends!

WHAT IS THE NO HUNGER NOVEMBER PARTICIPANT PASSPORT?

All registered walkers will receive a fillable PDF No Hunger November Participant Passport to fill out along the Walk to End Hunger Walk Route. Mall of America stores and vendors will feature code words along the Walk to End Hunger Walk Route. **Collect all code words and email the completed passport to walktoendhungermn@gmail.com to be entered to win a \$250 Mall of America gift card.**



walktoendhunger.org



FAQS

Registration

HOW DO I REGISTER?

You can register online at www.walktoendhunger.org. The Walk to End Hunger is a fundraising event, so register to fundraise for one of the organizations directly, or select Walk to End Hunger to raise funds for all 8 Walk to End Hunger partners equally.

CAN I USE THE SAME LOG-IN AS LAST YEAR?

Yes! First, click to register for the event - then you can log-in and complete your registration!

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. Your \$25 registration fee is a great start to your goal - ask 3 friends or family members to donate \$25 and you've met your goal!

Kids under 18 can register for free as a Hunger Fighter Jr.

DO I HAVE TO FUNDRAISE?

The Walk to End Hunger is a fundraising event, so all of our walkers are considered fundraisers. Your \$25 registration fee is considered a donation. If you don't wish to solicit other donations from your friends and family - that's okay too!

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

Donations

HOW DO I DONATE?

When you visit www.walktoendhunger.org, you can choose to register or donate!

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 8 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 I DONATE GO?

Since its inception in 2008, the Walk to End Hunger has raised over \$3,000,000 to help support organizations working to eliminate hunger in the Twin Cities metro area. 100% of net proceeds are distributed to our partner organizations. You can see the full list of these organizations on our website.

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

No! However, we suggest a goal of \$100 per person to increase your impact for the 1 in 9 Minnesotans who struggle to put food on their tables this year.

ARE DONATIONS TAX DEDUCTIBLE?

All donations to the Walk to End Hunger are tax deductible. Please refer to the receipt sent to your email when you donated for more information.

WHERE CAN I SEND CHECK DONATIONS?

You can mail checks to:

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

If you are a registered walker with checks to send in, please include the Offline Donation Form.

If you are donating to a walker, team, or organization, please include a note with whom you would like the funds to be credited to.

All checks should be made out to Walk to End Hunger.



FAQS

Team Building

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 START MY OWN TEAM?

Starting a team is easy. When you register on 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 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!

HOW 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.



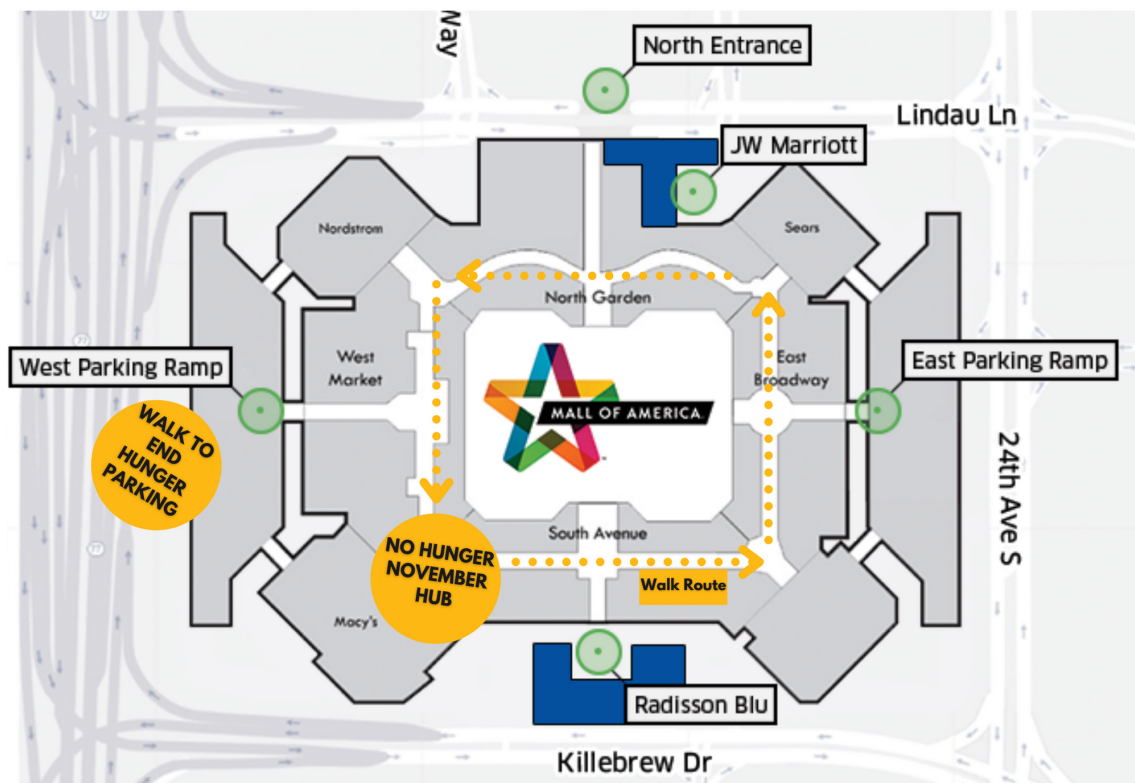
THE WALK ROUTE

The Walk to End Hunger Walk Route will be featured at the Mall of America for the entire month of November. The Walk Route is .57 miles - so bring your walking shoes!

Park in the West Parking Ramp on floors 1 or 2 and enter at Macy's to start the Walk to End Hunger at the No Hunger November Hub located in Macy's Court on the 1st floor of the Mall. Learn more about hunger in Minnesota and the organizations working hard to eliminate hunger before you start the walk.

Along the route, you'll spy our hunger-related code words. Download the No Hunger November Participant Passport & collect all code words. Send your completed Passport to **walktoendhungerMN@gmail.com** and you'll be entered to win a \$250 Mall of America gift card.

Finish the Walk to End Hunger back at the No Hunger November Hub to take a photo and celebrate your efforts to end hunger in Minnesota!



SAMPLE LETTER

Dear [NAME],

This November, 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 eight 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! You can join my team, or create your own at www.walktoendhunger.org. Fundraising for the Walk starts now, and the Walk to End Hunger Walk Route is open until Nov. 30th.
- 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 this November - **NO HUNGER NOVEMBER**.

Sincerely,
[YOUR NAME AND CONTACT INFORMATION]



SAMPLE SOCIAL MEDIA POSTS

FACEBOOK

This November, 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 work to make this November - No Hunger November. \$25 can provide 75 meals to people in need. Together, we can end hunger in Minnesota.

[INSERT PARTICIPANT PAGE LINK]

TWITTER

This November, 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 November. 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



WWW.TWITTER.COM/MNHUNGERWALK



[@MNHUNGERWALK](https://www.instagram.com/MNHUNGERWALK)



walktoendhunger.org

