



## Best Team Walk Promotion Ideas 2019

*We want to help you be the most effective in mobilizing your congregation to become Sponsored Walkers with Walk for the Waiting! Here are some great ideas & a promotions schedule for 2019!*

- Join the **Walk for the Waiting Champions Facebook group** for great idea sharing and electronic versions of materials/slides/videos, etc.
- Email [info@walkforthewaiting.org](mailto:info@walkforthewaiting.org) if you need anything!
- Be sure to register for the Walk in early 2019 and be first to **create a Church Walk/Run Team** for your church prior to launch. Only one person can be named as the Team Captain online.
- Talk with church leadership to determine what will be **your church's fundraising goal for the Walk**. \$5,000? \$10,000? \$15,000? \$20,000?
  - There are nearly 5,000 children waiting in foster care in Arkansas, so asking \$1 per child is a great way to start!
- Do a concentrated **Walk for the Waiting campaign in your church AS MANY WEEKS AS POSSIBLE** leading up to May 4th! This takes **EARLY** planning, but is **SO effective!**
- **Get on your church's calendar NOW!** Talk to your senior, children's or missions pastor or communications director **ASAP. The sooner the better.**
- Talk to your **youth pastor** too! There are over 200 teens who will "age out" of foster care this year. How amazing would it be for your church's youth group to get involved & become sponsored walkers or form a team in honor of the kids their age who are without a forever family?
- Ask your **pastor to wear a Walk t-shirt** and tell the congregation that he/she is going to walk and encourage others to walk with him/her on behalf of local orphans.
  - Also give him a WFTW water bottle or tumbler to remind him to pray for waiting kids while staying caffeinated or hydrated.
- Email Project Zero at [info@theprojectzero.org](mailto:info@theprojectzero.org) to get on their schedule to display the **Arkansas Heart Gallery** in your foyer or sanctuary sometime during Walk promotional weeks.

## WALK CAMPAIGN PROMO CALENDAR:

### Sunday, April 6th = Teaser Sunday (Spring Break)

- Ask your church to put the **ad in their bulletin** and use the **Walk promo slide** before & after each service (*JPGs & PDFs available for download on the WFTW Champions Facebook page. They will also be emailed to you.*)
- Hang **posters** in the lobby
- Display **yard signs** around parking lot (leave them up until after the Walk)
- Place **brochures** on welcome table.

### Sunday, April 13th = Launch Sunday

- Put a Walk **brochure** on every seat or seat-back pocket in the sanctuary to make sure everyone in your congregation gets a copy. If you have more than one service, do that for each service. Use a team of volunteers!
- Have the **Walk promo slide** showing before/after each service
- Ask your church to put the **ad in their printed bulletin**
- Show **Walk video** or have an organization representative or foster/adoptive family speak about why they are walking, and encourage the congregation to join them.
- Ask your church or group to send out a mass email promoting the team page and showing where to donate.
- Have an eye-catching **table/booth for people to come by.**
  - **Decorate table to draw attention!** Use red, orange, blue, and silver balloons, and display photos in frames of waiting children (can get from [www.theprojectzero.org](http://www.theprojectzero.org) or The CALL in Pulaski County) on a bright tablecloth.
    - Hint: If you use mylar/foil balloons they will last for several weeks.
  - Have a **laptop or tablet for people to use to join your church team** at [walkforthwaiting.org](http://walkforthwaiting.org).
  - You can even **print out of the sign-up sheet** that will be available on the WFTW Champion facebook group page.
  - As an interactive element, use orange & red circles for people to write “I’m walking because/for \_\_\_\_\_” and sign their names; then post those on a board in your church or on a poster board easel display by your table. Wear your Walk t-shirt! Encourage people to register right then on their phones and to join your Church Walk Team.
  - **\*\*This table/booth should be up as many Sundays as allowed by your church leading up to the Walk.**
  - Have foster and adoptive families and kids or any passionate volunteers help you “work the booth.”

### Sunday, April 20th = Promotion Sunday

- Put a Walk **brochure on every seat or seat-back pocket** in the sanctuary to make sure everyone in your congregation gets a copy. If you have more than one service, do that for each service. Use a team of volunteers!
- Have the **Walk promo slide** showing before/after each service.
- Ask your church to put the **ad in their printed bulletin.**
- Show **Walk video** or have a pastor, organization representative or foster/adoptive family speak about why they are walking, and encourage the congregation to join them.
- Send out coloring sheets to students/daycares/dance classes / sports teams!
- Do a facebook or Instagram live post asking for final donations to meet your goal.
- Have an eye-catching **table/booth for people to come by.**

- Have a **laptop, iPad for people to use to join your church team** at walk-forthewaiting.org.
- You can even **print out the sign-up sheet** that will be available on the WFTW Champion facebook page.

### **Sunday, April 27th – LAST PROMOTION Sunday**

- Have Walk slide up at the beginning/end of church service.
- Have announcement in bulletin about the Walk coming up NEXT SATURDAY with registration info.
- Have someone else from the congregation or from one of the organizations share their story, why they are walking and invite the congregation to join them.
- Same booth set up again with “Why I’m Walking” board of circles that have been completed and more circles for others to fill out.

### **Friday, May 3rd = Pre-Registration Packet Pick-Up (details to come)**

### **Saturday, May 4th = Walk for the Waiting**

- Come early and greet people from your church team.
- Designate a place & time to get a group photo.
- Take lots of photos of walkers and families to share with the church afterward – possibly in a slide show with music on the next Sunday.
- Enjoy the fruit of your labor!

### **Special ideas that churches have done with success:**

- Have the church’s orphan ministry or Walk team to walk together on the day of the Walk and take a group photo! Don’t forget to post it on social media! #walkforthewaiting
- Set church fundraising goal and when it was hit, someone gets a pie in the face or even ask pastor to do something special (shave his head, pie in the face, etc.)! You could think of something that you, your pastor or other church leader might be willing to do if the goal is hit – and then publicize it like crazy in your church!
- One adoptive family went around with video camera and had different children and adults say “No More Waiting!”, then edited that together and shared widely to motivate people to give and get involved in Walk for the Waiting.
- Alumni group battle of the schools for who can raise the most money in a week!
- Host a yard sale, lemonade stand, bake sale, basketball tournament, etc. to raise money. Think outside the box!!
- Come up with your own creative ideas & please share them on our facebook page!
- Use facebook & instagram LIVE VIDEOS to share your story & ask for donations.

**Have fun! Thank you for being a voice in your church on behalf of the fatherless and orphans!**