



Connecticut Foodshare

Walk Against Hunger

Registration & Fundraising tips for 2026 Benefitting Partners

Chevon Reid, Events Manager



Connecticut Foodshare

Walk Against Hunger

About the Walk

- The Connecticut Foodshare **Walk Against Hunger** is the largest anti-hunger event of its kind in Connecticut.
- Connecticut Foodshare invites qualified partner organizations to participate in the **Walk Against Hunger** as Benefitting Partners, where they can use the **Walk** to raise funds for their local food assistance program.





Important Information

- This year the **Walk Against Hunger** is on **Saturday, April 25, 2026**, at Dunkin Park in Hartford, home of the Yard Goats.
- Check-in will begin at **8 AM**, and the 1.5-mile **walk kicks off at 10 AM**.
- Family-friendly activities (**goats, caricatures, balloon animals, and more!**)
- Presented by **Stop & Shop**, live entertainment and giveaways, hosted by **Renee DiNino and Scot Haney**.





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Benefits of Participation

- As with last year, Benefiting partners will keep **100% funds** raised by walkers who select your organization upon registering. And, also like last year, Connecticut Foodshare will cover any credit card processing fees and fees associated with the online fundraising platform; equal to roughly **6% of every donation** received.
- Participants can set up a table on the concourse at Dunkin' Park on the day of the Walk. A table and two chairs are provided. A wonderful opportunity to highlight your program to hundreds of Walk participants. See next slide for examples of a table setup.





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Past Participants

“The Walk Against Hunger is Fern Street Food Ministry’s biggest fundraiser of the year. Connecticut Foodshare has always been a great partner for our programs. We love sharing information at our FSSM table inside Dunkin Park to talk about our programs with walk attendees and other organizations who benefit from the Walk. Once on the Walk, it’s invigorating to walk with others who have a passion for providing food and other services for individuals and families who need organizations like ours.” – **Fern Street Food Ministry**





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Registration

- Registration and online fundraising will be available on www.ctfoodsharewalk.org after **February 28, 2026**.
- While in-person attendance is encouraged, Benefitting Partners are not required to attend the **Walk** in-person to participate in this online fundraiser.
- All participating partner programs will be listed on the fundraising site for those registering and donating to allocate their donation to.





Registration

- Those accessing the fundraising site have the option to register as an individual, to join a team, or to create their own team.
- **Walker – An individual who supports the Walk by walking for self or on behalf of a participating Benefitting Partner.**
 - Each Walker must register online. We encourage people to pre-register for the Walk.
 - Walker has the option to designate **one** benefitting partner of their choice when they register online. If no selection is made, the default will be **Connecticut Foodshare**.
- **Team – A group of people who chose to walk together.**
 - A walker also has the option of joining a team. When registering, there is an option to search for and join a Team.
- **Team Captain – The person who acts as a leader and recruiter for a Team, who also serves as the contact person for that Team.**



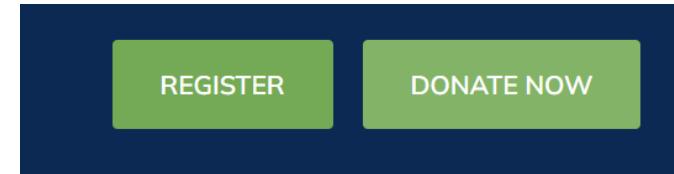
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Registration

Creating a Team Page in Classy:

1. On the landing page of the campaign, click the 'Register' button.



2. From the fundraising options presented, choose how you would like to register.

How would you like to register?



As an individual



Join a team



Create a team

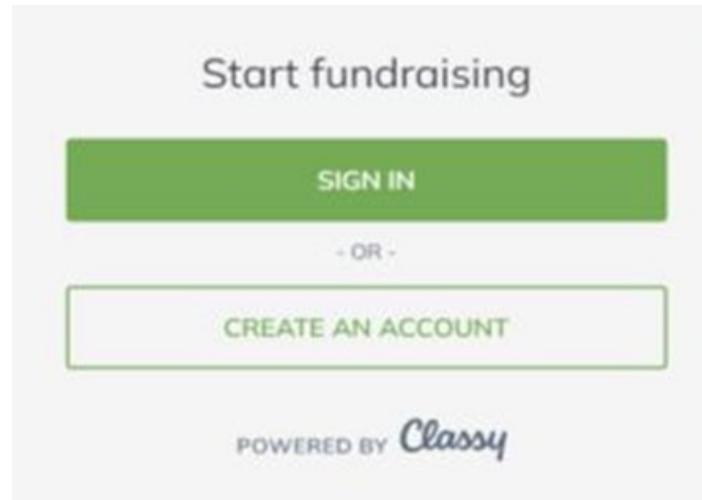


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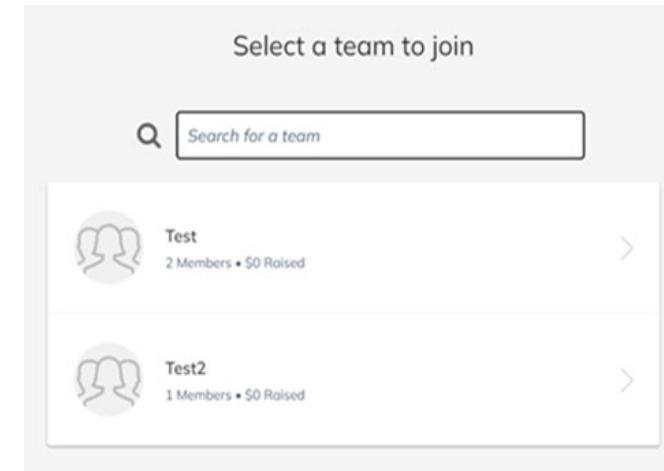
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3. If you have an existing Classy account, sign in. If you don't, create an account. Hint: if you have ever donated to an organization whose donation forms are hosted by Classy using your current email address, then you have a Classy account.



4. If you chose to join a team, scroll/search through the list and select a team to join.





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Registration

5. If you select 'Create a Team' add your team's information: Team Name (required), Fundraising Goal (optional), Team Page Headline (required)

Create your team

Team name *

0/127

Set Team Fundraising Goal *

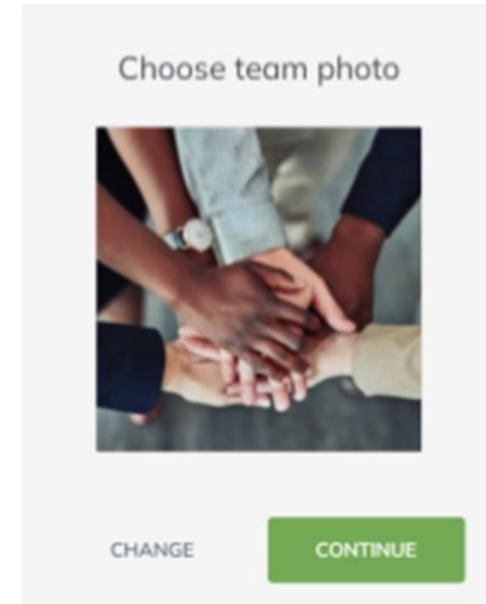
Currency cannot be changed once a donation to your team has been made.

Team Page Headline *

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CREATE TEAM

6. Upload a team photo or click 'Continue' to use the default team photo.





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Registration

7. This will create your team page. From here, you can click 'Manage' in the top right corner to manage your team. You can edit your team's 'Story,' comment on activity, access email templates that you can use to ask for donations or thank your teammates. You can also make edits to any of the information you added while setting up the page under 'Details'.





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Registration

REMEMBER: Each team has to have a team captain before they can receive donations for the Walk.

When registering as an individual be sure to select the agency of your choice where you would like the proceeds you raise to go!





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Fundraising Tips

1. Post on social media asking people to **join your team** and **include a link to your page!** Photos always help grab attention. And weave in a short story about the good work you are doing for the community, because you **ARE DOING AMAZING THINGS!!!**
2. If you don't want to post about the Walk specifically, when you are already crafting your social content, consider adding a note at the bottom of the post that says something like: You can support work like this/families like this/projects like this by donating to our Walk efforts here: **INCLUDE LINK TO YOUR PAGE !**
3. Don't forget to tag us **@ctfoodshare** (on Instagram, X, Threads, TikTok and Facebook) so we can easily see what you are posting and share to our social media stories to help spread the word. Also use the hashtag **#CTFoodshareWalk** when posting about the walk.





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Fundraising Tips

4. Check out how you are doing! Go to <https://donate.ctfoodshare.org/walk26> and scroll to the bottom of the landing page to view the Leaderboards to see the status of how individuals and teams are performing!
5. Get your board and volunteers involved and raising money! They can also share the team's page on their own social media accounts. **INCLUDE THE LINK TO YOUR PAGE!!**
6. Ask your supporters (donors, board members, volunteers) if they work at a company that has a matching gift program! Urge them to get their gifts matched!





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Funding Timeline

- Shortly after the **Walk**, the preliminary fundraising results designated to your organization will be e-mailed to the contact listed in your **Walk Against Hunger** application.
- Benefitting Partners have until **Noon Friday, May 8, 2026**, to submit additional funds collected. Only money received on www.ctfoodsharewalk.org, mailed or dropped off at **Connecticut Foodshare's Wallingford facility** by this date will be counted in your organization's fundraising totals. We are unable to make exceptions for funds received after this date. Make checks out to "**Connecticut Foodshare or Walk Against Hunger**."





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Bonuses

- In addition to the funds designated to your organization, there is an opportunity to earn bonuses!
 - \$500 bonus to the **first-time Benefitting Partner** that raises the most funds
 - \$500 to the **returning Benefitting Partner** with the largest percentage increase in fundraising over 2025
- Bonuses will be calculated using Walk fundraising results as of **May 8, 2026**, close of business. Any bonuses earned will be included in the final check mailed by Connecticut Foodshare in **June 2026**.



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Additional Information

- If requested, **Connecticut Foodshare** will provide your main contact with a report providing the first and last name and donation amount of walkers registered and designating their donation to your organization.

*Please note: **Connecticut Foodshare** cannot release personal donor information.*



THANK YOU!!

Any questions or comments?

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