

MARION POLK FOOD SHARE'S

Fundraising Toolkit





Welcome, Fundraiser!



We're so thankful for your commitment to community and support of the Food Share. Supporters like you make our work possible. We are thrilled that you've decided to make an even bigger impact by becoming a fundraiser!



By deciding to become a fundraiser you are taking your support to the next level: introducing us to your friends and family. That's a big deal!

To ensure you're equipped with all the right tools, tips and tricks, we've created this Fundraising Toolkit.



Setting up your fundraising page

Set your goal

Setting a goal for your fundraiser is your first step. Research suggests that an initial goal of \$250 is a good place to start. Once you've reached your goal, you can increase it and raise more!

Pro Tip:

To jump-start your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.

Tell your story

YOU will often be the reason the community supports our mutual mission. Your story will be the first thing people see when visiting your fundraising page, so your goal is to make it as impactful as possible. It's important to communicate how The Food Share's mission has impacted your life, your neighbors, or your community in a meaningful way and why you've decided to fundraise on our behalf. Don't hesitate to pull at their heartstrings; people are more likely to give if there's an emotional connection.

Fundraising leverages the power of your social network to meet fundraising goals and help bring people together to end hunger and its root causes. The success of your fundraising campaign depends heavily on the ways and amounts that you're sharing your campaign with friends, family, and colleagues.



Sharing is caring

Sharing your fundraising campaign via your Facebook page, Twitter, Instagram, or LinkedIn, in addition to your own personal email list, is at the heart of every campaign.

Phone is friend

You won't have the phone number of all of your network contacts, but choose a few that you know will respond well to a more personal request: text messaging. Don't inflict the poison that is group texting on these people; take the time to send individual (copied and pasted) texts to each one.

Pro Tip:

Get personal and select a handful of your closest family and friends to reach out to as you announce your campaign. Getting them on board first will let the rest of your network see that people are already supporting the cause.

Best practices - social sharing





Best practices- Communications

How often should I communicate with my network?

There are five absolute times you should communicate with your network during a fundraising campaign:

1. Campaign launch
2. Midway goal
3. Final push
4. Campaign end or goal reached
5. Thank you



Maintain Momentum

Between each of the five communication milestones, use one or two social posts per week and one weekly email. If you're texting, be careful not to overwhelm the conversation with donation asks: update, cheer-lead, and inspire- but do all judiciously.

Pro Tips:

Increase your frequency during the 'final push' phase of your campaign to a few social posts a day.

Share with a plan, keeping a simple sharing calendar. Whether physically on your fridge or easily on your favorite email platform like outlook or google, friendly reminders can help you, too!

FUNDRAISING TOOLKIT

Communication Templates

Now that you've learned the tips, tricks, and best practices, it's time to fundraise like a pro! Here are templates to copy, paste, and use at communication milestones.



ANNOUNCEMENT #1: CAMPAIGN

Send: Right after you've completed setting up your fundraising page.

Let your network know that you've signed on to raise funds for a cause near and dear to your heart and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals.

Share, share, share!



EMAIL:

Subject Line: Let's raise some dough together for a good cause

Body: Hey, [Name]! I hope this finds you well. I've signed on as a supporter of Marion Polk Food Share and could really use your help. I'm committed to helping The Food Share raise [\$Goal] which will [Project Purpose/Goal]. Every donation, large or small, makes a difference and moves The Food Share closer to ending hunger!

Are you down to make a lasting impact? Please visit my fundraising page at [URL] and make a donation today!

If you want to make an even larger impact, you can sign on as a supporter, too, and create a fundraising site [Link to Campaign Site Landing Page] of your own, set your personal fundraising goal, and start spreading the news!

Can't donate or become a supporter? Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!

FACEBOOK:

Hey friends, I've signed on to help @marionpolkfoodshare raise funds to help them [Project/Goal]. Are you down to help make a lasting impact? Please share with your friends and family and donate today: [shortlink] #marionpolkfoodshare

TWITTER:

Hey friends, I've signed on to help @yourfoodshare raise funds to help them [Project/Goal]. Help make a lasting impact by donating today: [shortlink] #marionpolkfoodshare

TEXT:

[Name], I've signed on to help Marion Polk Food Share raise \$XX for their [Project Name]. Please help by donating today: [shortlink]

ANNOUNCEMENT #2: MIDWAY GOAL

Send: When you're halfway to meeting your fundraising goal.

Share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals.



EMAIL:

Subject Line: Ohhh, we're halfway there—[\$XX] more to go!

Body: [Name], I've got great news—I'm halfway to reaching my personal fundraising goal of [Goal Amount] raised for Marion Polk Food Share! Pretty awesome, right? All the money raised will help The Food Share [Project Purpose/Goal]. Will you help me move the needle forward with a donation?

Visit [Campaign Site Link] today.

If The Food Share's mission is near and dear to your heart like it is mine, consider becoming a supporter and starting your own fundraising page to help them reach their goal more quickly! Plus, it's a great way to leverage your awesome social media networks for a good cause (but keep those cat memes coming, please!).

Thank you!

FACEBOOK:

Ohhh, we're halfway there—only [\$XX] more to go to meet my fundraising goal to help @marionpolkfoodshare [Project/Goal]. Help me get all the way there and share/donate today: [shortlink] #marionpolkfoodshare

TWITTER:

Ohhh, we're halfway there—only [\$XX] more to go to meet my fundraising goal to help @yourfoodshare [Project/Goal]. Please help me move the needle forward by donating today: [shortlink] #marionpolkfoodshare

TEXT:

[Name], guess what? I'm halfway to meeting my fundraising goals for Marion Polk Food Share! Please help by donating today: [shortlink]

ANNOUNCEMENT #3: LAST PUSH

Send: One day before the fundraiser ends.

Inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goals.



EMAIL:

Subject Line: I'm close to my goal—will you help me reach it?

Body: Hi [Name]! Believe it or not, I've raised [Amount Raised] for Marion Polk Food Share to help [Project Goal/Purpose] and I'm only [\$XX] away from reaching my fundraising goal. If you haven't donated yet, please donate now! [shortlink]

If you've already donated, consider one more gift: share this link [Campaign Site Link] with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Let's do it!

FACEBOOK:

I've already raised [\$XX] to help @marionpolkfoodshare reach its fundraising goals! There's only one day left and I need your help. Share/donate now! [shortlink]
#marionpolkfoodshare

TWITTER:

I've already raised [\$XX] to help @yourfoodshare reach its fundraising goals! There's only one day left and I need your help. Donate now! [shortlink]
#marionpolkfoodshare

TEXT:

[Name], I've already raised [\$XX] to help Marion Polk Food Share and my goal is almost reached. There's one day left and I need your help. Donate now! [shortlink]

ANNOUNCEMENT #4: GOAL REACHED OR CAMPAIGN END

Send: When the campaign ends or you've hit your goal.

Let your network know that the campaign has ended and/or you've reached your fundraising goals. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.



EMAIL:

Subject Line: We did it!

Body: [Name], with your help and support, I raised [\$XX] for Marion Polk Food Share! I can't thank you enough. The Food Share will now be able to [Project Goal]—that's a huge deal. I hope you feel good about your contribution because I sure appreciate it.

I hope we can continue to help organizations like The Food Share reach their fundraising goals. Community change happens one neighbor at a time, and I'm happy we were able to make a difference together.

Until next time!

FACEBOOK:

We did it! Thank you all who helped me reach my fundraising goal of [\$XX] for @marionpolkfoodshare. Community change happens one neighbor at a time, so I'm thrilled we were able to make a difference together. Look what we did: [shortlink] #marionpolkfoodshare

TWITTER:

We did it! Thank you all who helped me reach my fundraising goal of [\$XX] for @yourfoodshare. I'm thrilled we were able to make a difference together. Look what we did: [shortlink] #marionpolkfoodshare

TEXT:

[Name], thank you! I've reached my fundraising goal of [\$XX] for Marion Polk Food Share. I'm thrilled we could make a difference together. Look what we did: [shortlink]

ANNOUNCEMENT #5: THANK YOU LETTER

Send: One week after the campaign has ended.

Thank everyone who helped support you in reaching your fundraising goals with a personal, handwritten (or typed) letter.



Letter:

Dear [Name],

We did it! Thanks to your support, I met my fundraising goal of [\$XX] for Marion Polk Food Share. They're now one step closer to achieving their mission of bringing people together to end hunger and its root causes through [Program Goal].

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to the power of a community, together, and what we can achieve if we all work toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

I sincerely hope we can make some more community impact again soon.

Until then, cheers!



Thank You!

Thank you so much for taking the time
to spread the word about The Food Share's
good work in our community and for
fundraising on our behalf.



Every dollar raised brings more people together
and helps to end hunger and its root causes.

We appreciate you and look forward to
continuing this meaningful partnership for years
to come!



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