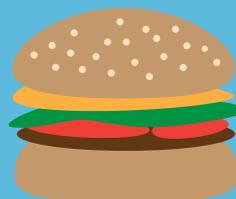




**Fenly**<sup>TM</sup>

# FENLY FUNDRAISING TOOLKIT

**Tips and tricks for running a successful  
virtual food drive or online fundraiser  
using the Fenly platform.**



# 1 | GETTING STARTED

**Thank you for supporting your local food bank by creating a virtual food drive or online fundraiser.** We know how much work goes into launching and promoting a fundraising campaign – and we appreciate your time and effort. This toolkit will help you be successful in your fundraising efforts. If you have questions or run into a problem, we're here to help. **Happy fundraising!**

## HUNGER IN AMERICA

It is estimated that 40 million people will struggle with hunger this year across the United States – including 12 million children. While food insecurity is a serious issue, food banks across the country are working to end hunger.

**You can help.** For every dollar donated to a food bank or food pantry, multiple meals can be served to hungry children and families across the country. By hosting a fundraiser on behalf of your local food bank, you are joining the fight to end hunger in your community.

## WHAT IS A VIRTUAL FOOD DRIVE?

**Like a traditional food drive, virtual food drives help bring food to hungry children and families in your community.** But instead of buying and donating a canned item, you can simply purchase a "virtual can" online. Virtual food drives allow donors to get more bang for their buck, thanks to the wholesale buying power of food banks. This means that every dollar donated to your virtual food drive will go much farther.

## WHAT ARE INDIVIDUAL & TEAM FUNDRAISING PAGES?

**Individual fundraising pages** are made for people who want to recruit their friends, family, and others to support their local food bank. Fundraising pages are easy to create and share with your network, and are a great way to raise donations in lieu of a birthday or other special event.

**Team fundraising pages** are made for groups – such as club members, coworkers, or friends – who want to use their collective power to raise money for their local food bank. Work together with your team members, or start a competition to see who can raise the most!



## DETERMINING YOUR "WHY"

Take a few minutes to think about why the mission to end hunger is important to you (or your organization).

Perhaps hunger has touched your own life, or someone close to you. If it has, consider sharing your personal story about food insecurity — this is a great way to give voice to an often hidden issue. Or, maybe you've seen how hunger has impacted your community. Think about a compelling and engaging reason that will motivate your friends, family, and other members in your network to donate.

## CUSTOMIZING YOUR PAGE

**Personalize your fundraising page to make it your own.** Using your "why," write a compelling message about your campaign. Check out your food bank's website for facts that you can include — such as how many people they help feed each year. If possible, add a picture of yourself or your organization.

To learn more about setting up your Fenly fundraising page, check out the [How It Works page](#). If you run into any problems or need help, reach out to our team!

## SETTING A GOAL

**Fundraising campaigns with a monetary goal are usually more successful than those without.** To determine your goal, think about what is actually attainable, but also challenging. Remember that while you should do your best to hit your goal, all funds raised will be given to the food bank regardless of the amount you raise.

## MAKING A TIMELINE

**Select a clear start and end date for your campaign.** Give yourself enough time to craft a compelling pitch and solicit donors several times. Generally, at least one or two months is suggested to plan a successful campaign. Make sure that your fundraiser doesn't overlap with other big campaigns and events.

**Block off a few hours when you can work on your drive over the coming weeks.** Try to spread the time out evenly, with more time at the beginning and end of the campaign. Make sure to include time after the campaign ends, as you will want to thank your donors!



## HAVING SOME FUN

Although fighting hunger is a serious mission, you *can* have fun while raising money.

If you are planning an individual fundraiser, why not agree to perform a silly challenge if you hit your monetary goal? Here are some ideas for what you could promise to do:

- **Rock an absurd haircut for a day (did someone say mullet?)**
- **Wear your most hated sports team's jersey for a week straight**
- **Walk or bike around your town in a prom dress**
- **Sing a ridiculous song at a popular karaoke bar, inviting your donors to be your audience**

If you are fundraising as a team, why not have a special prize for the top donor? This could be as simple as baking a batch of cookies for the winner, or as big as giving an extra vacation day to the top donor (with your company's prior approval, of course!)

## MAKING THE FIRST DONATION

**Nobody likes to be the first to do something.** That's why it's a good idea to make the first contribution to your fundraiser. This simple act will signal that you are committed to the cause, making your network more likely to donate. Your donation doesn't have to be big – even a small contribution can help “prime the pump” and boost your fundraising efforts.



## 2 | SPREADING THE WORD



**Congratulations on getting your campaign up and running.** By this point, you should have a finished fundraising page, a goal and timeline for your campaign, and a compelling reason why your network should donate. Now it's time for the fun part — raising money!

### MAKING YOUR LIST OF CONTACTS

**Before you can make a request for donations, you have to decide \*who\* you should ask!** Unless you are only raising funds from a specific group — such as your coworkers as part of a team fundraiser — you will need to do some brainstorming.

**Take a few minutes to list all of your contacts across different networks.** Include your family, friends, co-workers, classmates, and members of any groups you are in (for example, your book club, hiking group, or community choir). Locate each person's email and phone number.

### ASKING IN PERSON

**Your contacts will be more likely to give if they are asked by you, face to face.** While this can be intimidating at first, you should remember that you are not personally asking for their money — instead, you are giving them a chance to make a real difference in their community.

**Think about spaces where it would be appropriate to tell your network about your fundraising campaign.** Is there a weekly book club, happy hour, or other space where you can make an announcement? Make sure to include your “why” in the ask, and practice your pitch ahead of time.

### SENDING YOUR FIRST EMAIL

**Think back to the reason why you are fundraising for your local food bank.** Use this story to write a compelling email to your contacts. Your message should include your fundraising goal, deadline, and a direct ask to donate.

**Include your unique website address where your network can donate to your campaign.** And try to make each email as personal as possible — as opposed to sending a generic blast email.



# SAMPLE EMAIL

## INDIVIDUAL FUNDRAISER | FRIENDS & FAMILY AUDIENCE

Hi [CONTACT NAME],

I have some exciting news. I am working to alleviate hunger in our community by raising funds for [NAME OF FOOD BANK].

[ADD YOUR "WHY" HERE]

Did you know 1 in 6 people in America face hunger? Thankfully, organizations like our local food bank are working hard to end hunger. Every day, they provide meals to children and families who are food insecure – while also working to solve the root causes of hunger.

I have committed to raising \$[YOUR GOAL] for my local food bank by [YOUR DEADLINE]. Can you make a donation right now to help me reach my goal?

**Make your donation here: [ADDRESS OF YOUR UNIQUE FUNDRAISING PAGE].**

Thank you so much for your support!

Sincerely,

[YOUR NAME]



# SAMPLE EMAIL

## INDIVIDUAL FUNDRAISER | ORGANIZATION AUDIENCE

Hi [CONTACT NAME],

I have some exciting news. [NAME OF YOUR COMPANY/GROUP] [employees/members] are banding together to help alleviate hunger in our community by raising funds for [NAME OF FOOD BANK].

[ADD YOUR TEAM'S "WHY" HERE]

Did you know 1 in 6 people in America face hunger? Thankfully, organizations like our local food bank are working hard to end hunger. Every day, they provide meals to children and families who are food insecure – while also working to solve the root causes of hunger.

Our team at [NAME OF COMPANY / GROUP] has committed to raise \$[YOUR GOAL] for our local food bank by [YOUR DEADLINE]. Can you make a donation right now to help us reach our goal?

**Make your donation here: [ADDRESS OF YOUR UNIQUE FUNDRAISING PAGE].**

Thank you so much for your support!

Sincerely,

[YOUR NAME]



# SAMPLE EMAIL

## VIRTUAL FOOD DRIVE | FRIENDS & FAMILY AUDIENCE

Hi [CONTACT NAME],

I have some exciting news. I am working to alleviate hunger in our community by hosting a virtual food drive for [NAME OF FOOD BANK].

You may be asking yourself, “what the heck is a virtual food drive?” Let me explain.

Like a traditional food drive, virtual food drives help bring food to hungry children and families in our community. But instead of purchasing and donating a canned item, you can simply purchase a “virtual can” online.

[ADD YOUR “WHY” HERE]

Did you know 1 in 6 people in America face hunger? Thankfully, organizations like our local food bank are working hard to end hunger. Every day, they provide meals to children and families who are food insecure – while also working to solve the root causes of hunger.

I have committed to raising \$[YOUR GOAL] for my virtual food drive by [YOUR DEADLINE]. Can you make a donation right now to help me reach this goal?

**Make your donation here: [ADDRESS OF YOUR UNIQUE FUNDRAISING PAGE].**

Thank you so much for your support!

Sincerely,

[YOUR NAME]



# SAMPLE EMAIL

## VIRTUAL FOOD DRIVE | ORGANIZATION AUDIENCE

Hi [CONTACT NAME],

I have some exciting news. [NAME OF YOUR COMPANY/GROUP] [employees/members] are banding together to help alleviate hunger in our community by hosting a virtual food drive for [NAME OF FOOD BANK].

You may be asking yourself, “what the heck is a virtual food drive?” Let me explain.

Like a traditional food drive, virtual food drives help bring food to hungry children and families in our community. But instead of purchasing and donating a canned item, you can simply purchase a “virtual can” online.

[ADD YOUR “WHY” HERE]

Did you know 1 in 6 people in America face hunger? Thankfully, organizations like our local food bank are working hard to end hunger. Every day, they provide meals to children and families who are food insecure – while also working to solve the root causes of hunger.

Our team at [NAME OF COMPANY / GROUP] has committed to raise \$[YOUR GOAL] for our virtual food drive by [YOUR DEADLINE]. Can you make a donation right now to help us reach our goal?

**Make your donation here: [ADDRESS OF YOUR UNIQUE FUNDRAISING PAGE].**

Thank you so much for your support!

Sincerely,

[YOUR NAME]



## GETTING SOCIAL

**Social media is a great way to connect and share your fundraiser with people far beyond your close friends and family.** Most of us have Facebook profiles and Twitter pages filled with followers and friends. Guess what? These people are all potential donors.

To maximize the potential for donations, share a short version of your “why” with your social network. Add an image or video to drive even more engagement. Tag your local food bank in your post, if possible, to expand your reach.

**Pro tip:** one of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated to your campaign while you are asking for new donations. This spreads your message further, and lets your network know that people are already getting behind you!

## SAMPLE SOCIAL MEDIA POSTS

Did you know that 1 in 6 people in America face hunger? Help support them by donating to our local food bank using my fundraising page: [ADDRESS OF YOUR UNIQUE FUNDRAISING PAGE]

Each year, around 12 million children in America face hunger. But our local food bank is working hard to change that. Join me to help our hungry neighbors by donating to my fundraising page: [ADDRESS OF YOUR UNIQUE FUNDRAISING PAGE]

## CREATING A FLYER

**Make a flyer advertising your fundraiser.** Hang it in your office, in your local coffee shop, or at another place where people who know you congregate. Make sure to provide an easy way for potential donors to find your fundraising page — don't make them hunt around for it!



# 3 | FOLLOWING UP

## SENDING UPDATES

**Following up with your network will be the most effective way to boost donations.** People are busy and often forget to add things to their to-do lists. Just because you shared your fundraiser with someone and they didn't donate does NOT mean they don't want to!

**Spend some time sending emails, making calls, and talking to your network face-to-face to give them updates.** Include your fundraising goal and deadline to stress urgency. For example, "My fundraiser ends in 48 hours!" Or, "I only have \$100 left to raise until I reach my goal!"

## SAMPLE SOCIAL MEDIA POSTS

I'm halfway to reaching my fundraising goal! Help end hunger in our community by making a donation to [NAME OF FOOD BANK]: [ADDRESS OF YOUR UNIQUE FUNDRAISING PAGE]

Only 48 hours until my fundraiser for [NAME OF FOOD BANK] ends! Help me reach my fundraising goal by donating here: [ADDRESS OF YOUR UNIQUE FUNDRAISING PAGE]

## STAYING ORGANIZED

**Make a list of everyone who you have asked to donate to your fundraiser.** Note the individuals who donate, and send them a quick word of thanks (who knows, they may want to help you spread the word!) Note the names of those who say no, and make sure they are removed from your future requests.

## THINKING OUTSIDE THE BOX

**You know your network — and what motivates them to take action.** Brainstorm ways to catch their attention and pull at their heart strings. You could write and distribute a blog about how hunger impacts your community, or create a display in your break room highlighting facts about food insecurity.



# SAMPLE EMAIL

## FOLLOW-UP | INDIVIDUAL FUNDRAISER

Hi [CONTACT NAME],

I wanted to update you on my fundraiser to help alleviate hunger in our community by raising funds for [NAME OF FOOD BANK] .

As of today, I am [AMOUNT TO OR FROM] reaching my goal! My deadline to meet my fundraising goal is on [DEADLINE DATE].

Can you help me reach my goal by making a contribution right now? Any amount will help!

You can make a contribution quickly and easily here: [ADDRESS OF YOUR UNIQUE FUNDRAISING PAGE]

Thanks for all your support.

Sincerely,

[Your Name]



# SAMPLE EMAIL

## FOLLOW-UP | TEAM / ORGANIZATION

Hi [CONTACT NAME],

I wanted to update you on [NAME OF YOUR COMPANY/GROUP]'s fundraiser to help alleviate hunger in our community by raising funds for [NAME OF FOOD BANK] .

As of today, our team is [AMOUNT TO OR FROM] reaching our goal! Our deadline to meet our goal is [DEADLINE DATE].

Can you help us reach our goal by making a contribution right now? Any amount will help!

You can make a contribution quickly and easily here: [ADDRESS OF YOUR UNIQUE FUNDRAISING PAGE]

Thanks for all your support,

Sincerely,

[Your Name]



# 4 | FINISHING STRONG



## MAKING YOUR FINAL ASK

**Consult your fundraising page to see who has donated to your fundraiser.** Remove these individuals from your final ask list – as well as those who have already told you no. Send this list a personalized email with an update and a final request to contribute. Try to make your final ask in the last 48 hours of your campaign, as the immediacy will motivate your network to donate.

## SAYING THANKS

**When your fundraising campaign ends, make sure to send a personalized thank you to everyone who donated.** Update them on how much was raised and let them know how much you appreciate their support. If you would like, you can also let them know how they can support their local food bank with their own fundraiser – or by becoming a monthly donor.

## SAMPLE SOCIAL MEDIA POSTS

SUCCESS! I hit my fundraising goal - [NAME OF FOOD BANK] will receive [AMOUNT YOU RAISED] for their work to alleviate hunger in our community. A big thanks to everyone who donated - YOU made a difference!

A big THANK YOU to everyone who donated to my fundraiser for [NAME OF FOOD BANK]! We raised a total of [AMOUNT RAISED] to help alleviate hunger in our community. Together we are making a difference!



# SAMPLE EMAIL

## THANK YOU | FOR ALL USES

Hi [CONTACT NAME],

Thank you so much for your support! Your donation to my fundraiser for [NAME OF FOOD BANK] goes directly to their mission to create a hunger-free community.

I've been blown away by everyone who have contributed to [my/our] fundraiser. I knew the issue was important to me, but it's inspiring to see how many other people are ready to help.

If you want to learn more about our local food bank, you can visit their website here: [FOOD BANK'S WEBSITE]

Thanks again for all your support and for the donation to my fundraising page. I'm incredibly grateful!

Sincerely,

[YOUR NAME]



## SHARING YOUR IMPACT

**Be proud of what you accomplished!** If you are fundraising as part of an organization, ask that your fundraiser be included in your company's next newsletter or in a blog / social media post. Or, make a flyer with the total amount raised and hang it in your break room.

## A FINAL THANKS

**Now, it's time to give YOURSELF a pat on the back for what you accomplished.** We know how much work goes into launching and promoting a fundraising campaign — and we sincerely appreciate your support, time, and effort.

It takes more than food to end hunger: It takes a community of generous people, like you, willing to fight for a better world where no one goes hungry.

**Thank you.**



# 5 | RESOURCES



## FACTS ABOUT HUNGER IN AMERICA

**Source:** [Feeding America](#)

- 40 million Americans struggle with hunger – the same as the number of people officially living in poverty.
- 1 in 6 children in America may not know where they will get their next meal. For the more than 12 million kids in the U.S. facing hunger, getting the energy they need to learn and grow can be a daily challenge.
- Nearly 5 million senior citizens currently face hunger in our country.
- The rate of hunger among seniors aged 60 and older has increased by 45% since 2001 – a lingering effect of the 2008-09 recession.

## THOUGHT-PROVOKING QUESTIONS ABOUT HUNGER

- If you had to choose between paying your electric bill or buying dinner for your family, what would you do?
- If your child needed both food and medicine, but you didn't have enough money to cover both, which would you choose and why?
- Could you live on \$25,000/year and still support your family? This is just above the poverty line, where you would NOT qualify for food assistance programs.
- Many families in our community consistently have expenses that exceed their income. If your financial situation were to change drastically, what would be the first thing you would cut back on or eliminate completely, and why?



## SAMPLE SOCIAL MEDIA POSTS

Did you know that food banks receive most of their funding from individuals like you and me? Learn more about the work of [NAME OF FOOD BANK] and how you can help here: [FOOD BANK'S WEBSITE]

One in seven Americans rely on food pantries and meal service programs to feed themselves and their families. Learn more about the work of [NAME OF FOOD BANK] and how you can help here: [FOOD BANK'S WEBSITE].

Each year, food banks provide some 46 million hungry people with food in the United States. Learn more about the work of [NAME OF FOOD BANK] and how you can help here: [FOOD BANK'S WEBSITE].

