



## FUNDRAISER COMMUNICATIONS TOOLKIT

Thank you for partnering with us to host a fundraiser. Here are some email and social media templates you can use to spread the word and gain support!



### Customizable Email Templates



#### >Email one options:

Send an “Intro” email to inform friends, family, coworkers, etc. about your fundraiser and how they can contribute and why their support matters.

#### **Subject line: Let’s Make an Impact!**

Greetings (Name),

Please join me/us in helping our fellow neighbors by supporting All Faiths Food Bank. My/our goal is to raise {insert \$ amount} by {insert date}. Will you help?

Did you know, there are millions of people in our own community who are hungry and do not know where their next meal will come from?

Many children, families, seniors, and veterans experience hunger daily, and the pandemic has only made things worse for these individuals. Some people facing hunger for the first time. With your help, we can feed them.

Please click the link below to make your impact today!

{insert fundraiser link}

Sincerely,

(Name)

**OR**

**Subject line: Join Us to End Hunger!**

Greetings (Name),

Please join me/us in helping our fellow neighbors by supporting All Faiths Food Bank. My/our goal is to raise {insert \$ amount} by {insert date}. Will you help?

For many kids, their only meal is provided for them at school. Imagine if we could help feed them and fill their tummies.

Please click the link below to make your impact today!

{insert fundraiser link}

Sincerely,

(Name)

**>Second email options:**

A couple weeks into your fundraiser, send a "Midpoint Check In" email to remind people to donate and update them on your progress.

**Subject line: Your Support Matters!**

Greetings (Name),

Are you wondering how your involvement will change lives in our community? Here are some examples:

- **Stretching dollars further.** All Faiths Food Bank can purchase more nutritious meals per donated dollar, whereas the average consumer can only purchase two cans of green beans with that same dollar.
- **Nutrition and shelf-life.** After placing the purchasing responsibility back into the food bank's hands, less expired merchandise is received, and we can purchase nutritionally balanced meals.
- **Source management.** Purchasing food through select suppliers ensures easier implementation of CDC guidelines. The food is purchased, prepared, and sanitized, then distributed safely.

This is where you come in!

Please click here to make your impact today!

{insert fundraiser link}

Thank you for participating! We look forward to supporting this important cause and helping to feed families in need!

Sincerely,

(Name)

**OR**

**Subject line: Your Support Matters!**

Greetings (Name),

Are you wondering how your support can make a difference? Last year All Faiths Food Bank:

- Distributed 18,413,443 meals in Sarasota & DeSoto Counties
- Distributed 8,113,626 lbs. of fresh produce
- Worked with 196 partner agencies to provide food to people in need
- Increased number of people served by 49%

This type of work would not be possible without support from people like you and me.

Please click the link below to make your impact today!

{insert fundraiser link}

Sincerely,

(Name)

**OR**

**Subject line: It's Not Too Late To Help!**

Greetings (Name),

Our fundraiser has been active for {insert time period} now, and I am/we are so excited to see the positive outpouring in our community!

We are well on our way to meeting our goal of {insert \$ amount} for All Faiths Food Bank. Please join us to provide healthy meals to those who are struggling right now.

Be sure to share our link with your friends and family so they can make an important contribution to the community as well!

{insert fundraiser link}

Thank you again!

Sincerely,

(Name)

### >Final email options:

A few days before your fundraiser deadline, send a "Final Push" email to gain some last-minute support.

#### **Subject line: We're Almost There! Will You Help?**

Greetings (Name),

I am quickly approaching the end of my fundraiser for All Faiths Food Bank, but I still need your help to make a positive impact!

You can be a part of providing healthy meals to those in need. Your support matters and no amount is too small.

If you would like to donate, please click the link below and give today!

{Insert fundraiser link}

Thank you! Together we can help All Faiths Food Bank feed children and families in our community!

Sincerely,

(Name)

## >Thank you email:

After your fundraiser has ended, send a "Follow Up/Thank You" email to express your appreciation and share the results with your participants.

### **Subject line: We Did It! Thank You For Your Support!**

Greetings (Name),

Wow! I'm/We are so grateful for your generosity! Because of your contributions, we raised {insert final \$ amount} to help All Faiths Food Bank in their mission to end hunger!

Look how much you've accomplished: this will help provide \_\_\_ meals {conversion: \$ x 9 = # meals} for families in need. This would not be possible without your help and so we're thankful for your support!

Sincerely,

(Name)

### **\*Conversion Key (for your easy reference):**

\$1 = 6 meals

Total \$ x 6 = total lbs

Total lbs x 1.5 = total meals

OR

Total \$ x 9 (6 x 1.5) = total meals



## Customizable Social Media Templates



You can use Facebook and Twitter to post your fundraiser link and reach a wider audience. When you copy and paste the link, a thumbnail image we provide will appear, which you can use as your graphic.

### **Intro Post:**

I/we are raising money to support All Faiths Food Bank and help feed those in need in our community. Will you help? Please click the link below to show your support today!

{insert fundraiser link}

### **Midpoint Check In Post:**

Thank you to everyone who has contributed to my/our fundraiser so far! We are well on our way to making a positive impact in our community! Please help us to end hunger for our neighbors in need and feel free to share with your friends and family as well!

{insert fundraiser link}

### **Final Push Post:**

We have almost reached our deadline, but there is still time to make an impact! Please make your contribution by {insert date}. Every little bit helps!

{insert fundraiser link}

### **Follow Up/Thank You Post:**

Thank you so much for your generous support! With your help, we raised {insert final \$ amount} to feed children and families in our community!



## Questions

Please contact Victoria Hasselbring ([vhasselbring@allfaithsfoodbank.org](mailto:vhasselbring@allfaithsfoodbank.org)) or Becky Wright ([bwright@allfaithsfoodbank.org](mailto:bwright@allfaithsfoodbank.org)).



**TIP!** To keep the momentum going, consider providing a matching opportunity where each of your participants' gifts will be matched dollar-for-dollar up to a certain amount.