



EMAIL AND SOCIAL MEDIA TEMPLATES

Thank you for supporting the Central Texas Food Bank by hosting a fundraiser to raise meals. In this guide, you'll find email and social media templates for use when sharing your fundraisers with your network of friends, family, and coworkers.

Questions? Contact the Community Engagement team at fundraise@centraltexasfoodbank.org.

COMMUNICATION EXAMPLES

Feel free to select whichever pieces you want to send out and customize them to meet your needs. Don't forget to fill in your own information where appropriate (fundraising goal, amount raised, your name fundraiser page URL, etc).

EMAIL

Email 1—Introduce your fundraiser

Subject Line:

Will you help me feed families?

Body Text:

Hello friends,

When faced with hunger, it's difficult to prepare for the unexpected. That's why I'm supporting the Central Texas Food Bank by raising \$(GOAL) so their shelves are stocked and ready to respond when families need it most. Will you help me reach my goal?

At the Central Texas Food Bank, they ensure families have food for today and the future. During this uncertain time, you can help prepare the Food Bank to provide resources to families—now or whenever they're in need.

You can help by giving to my fundraiser. Your donation of just \$25 can provide 100 meals for those that need it most. Make a difference by making a donation now: (URL LINK)

Thanks for your help!

(YOUR NAME)

P.S. Don't forget to share my fundraiser on Facebook and Twitter. Together, we can fight hunger in Central Texas.

Email 2—Fundraiser Update

Subject Line:

It's not too late to help!

Body Text:

Hello again,

I'm just \$(AMOUNT) away from reaching my goal of raising meals for the Central Texas Food Bank. Will you help me support the Central Texas Food Bank by donating?

When faced with hunger, it's difficult to prepare for the unexpected. At the Central Texas Food Bank, they ensure families have food for today and the future.

You can help.

Your donation of just \$25 can provide 100 meals for Central Texans in need. Make a difference by making a donation now: (URL LINK)

Thank you for fighting hunger in Central Texas!

(YOUR NAME)

P.S. Don't forget to share my fundraiser on Facebook or Twitter. Together, we can help feed families!

Email 3—Thank you email

Subject Line:

Thank you!

Body Text:

Hello friends,

Thank you for giving to my fundraiser benefitting the Central Texas Food Bank. Together we raised \$(AMOUNT) for Central Texans facing hunger.

We know that when there is food in their cupboards, our neighbors may be able to buy the medication they need, keep the lights on their home, and be prepared for the unexpected. Thanks to you, the Food Bank can ensure that our neighbors have the tools to access food and other resources—now or whenever they are in need.

Thanks for helping me provide food for the Central Texans that need it most!

(YOUR NAME)

TWITTER

Tweet these throughout your virtual food drive on a schedule that makes sense for you and your followers.

TIP: Try to Tweet related content (e.g. thank-yous, shout-outs, hunger facts, posts from the Food Bank's blog) and other Tweets where you're not asking for donations, between the Tweets where you are making an ask. Three or four non-asking Tweets between every asking Tweet is a great ratio to shoot for.

Text:

You can help prepare families! Help me keep the shelves of the #FoodBank stocked by raising \$(GOAL) for @ctxfoodbank! (FUNDRAISER PAGE URL)

Just (NUMBER) of days since I started my virtual food drive and I've already raised \$(AMOUNT) for @ctxfoodbank. Let's keep it going. (FUNDRAISER PAGE URL)

Thanks to everyone who's given to my virtual food drive for @ctxfoodbank. So proud to see my community give back during this uncertain time. (FUNDRAISER PAGE URL) #FoodBank

So close. Just \$(AMOUNT) away from my goal. Keep it coming! (FUNDRAISER PAGE URL) #FoodBank @ctxfoodbank

URGENT: Time is running out to help me fight hunger. Donate now to support @ctxfoodbank: (FUNDRAISER PAGE URL) #FoodBank

Thank you to everyone who helped fight hunger by donating to @ctxfoodbank! Together we raised \$(AMOUNT) #FoodBank

FACEBOOK

Post these throughout your virtual food drive on a schedule that makes sense for you and your followers.

TIP: Use each text with one of our sharable images for a more engaging post.

Text:

I'm making sure the shelves of the @centraltexasfoodbank are stocked. Will you help me fight hunger by raising \$(GOAL)?

Make a difference by making a donation, so families have food for today and the future. (URL LINK)

And we're off! My virtual food drive for the @centraltexasfoodbank is underway and I need your help to raise \$(GOAL). Donate to help fight hunger in Central Texas, and please share this post with your friends. (URL LINK)

Thanks to everyone who's given to my virtual food drive for @centraltexasfoodbank. So proud to see my community give back during this uncertain time. (FUNDRAISER PAGE URL) #FoodBank

So close. Just \$(AMOUNT) away from my goal. Keep it coming! Together, we can feed Central Texas families in need: (URL LINK) @centraltexasfoodbank

Thank you so much to everyone who helped fight hunger in Central Texas by donating to the @centraltexasfoodbank! Together we raised \$(AMOUNT). Remember, the Food Bank turns every dollar donated into 4 meals for those in need, so your gift will have a big impact on our community!