



# FUNDRAISER BEST PRACTICES

## TIPS FOR SUCCESS

- **Set a goal.** \$1 creates 4 meals, so when you create a meal impact goal for your campaign, your networks can rally to raise a certain amount of meals. For example, if you set your virtual food drive's goal to \$1,000, ask the group to help you raise 4,000 meals for Central Texan families in need. A goal also allows you to give updates and encourage the community on your progress.
- **Don't be afraid to ask.** It can be intimidating to ask for donations. But remember, you're not asking for yourself, you're asking for donations that will buy nutritious food for Central Texans that are in need. For every \$1 donated, the Food Bank can make 4 meals, so let people know that their support goes a long way!
- **Customize your page.** Check out [this guide](#) to edit your fundraising page.
- **Add an event.** Adding an event, occasion, or challenge to your fundraiser creates a sense of timeline and purpose. See a list of ideas on the next page.
- **Engage you network.** Send emails out to at least 10 of your family and friends! Make sure you share why fighting hunger is important to you. Virtual food drives are great way folks can provide meals from wherever they're located. Check out our email and social media templates (found the Food Bank website [here](#)) for ready-made messages.
- **Share on social media.** Don't forget to encourage your network of friends and family to share your page after they donate!
- **Share the mission.** Everyone deserves access to nutritious food. Share stories and videos of hunger and the ways the Food Bank is addressing the need. You can find blog posts [here](#) and videos [here](#).
- **Illustrate the impact.** Share [images and infographics](#) to show how each donation makes an impact in the fight against hunger.
- **Thank your supporters.** After your virtual food drive is complete, send a thank you email and/or social media message to everyone who donated. Let them know the result of your fundraiser and how much their support means to you and the Food Bank. Check out the How to Thank Donors guide (found the Food Bank website [here](#)) for ideas.
- **Match donations.** Ask your workplace, organization, or business to match all or part of the funds you raise through your virtual food drive. People are much more likely to donate when they know their donation will make double the impact!

# EVENT IDEAS

## CELEBRATE AN OCCASION OR HOLIDAY

Is there a holiday or awareness week coming up that relates to fighting hunger or your passions? Do you have a birthday coming up? By adding a theme, reason, or date to your virtual food drive, you give donors a sense of urgency that encourages them to support your drive in a timely manner. There are all types of occasions: sports games, in memory of a loved one, raise 3,000 meals for your 30<sup>th</sup> birthday, count down to the end of school, Hunger Action Month in September, No Shave November-- the possibilities are endless!

## RUN, WALK, CYCLE, AND ROLL

Challenge your network to take a certain number of steps or active minutes and match their steps with a donation to the Food Bank. For example, \$10 for every thousand steps they take in a week. Or challenge yourself to go a certain distance (steps, miles, active minutes) and ask your friends and family to pledge a donation if you complete the challenge. The possibilities are endless and can be designed to cater to your network of potential donors!

## CREATE A COMPETITION

Host a competition between individuals, departments, classes, or floors to create excitement and engagement! Reward the winning team with a reserved parking spot, the choice of wall color for the new breakroom, a gift card, a personalized art piece, a donut/pizza party, or a casual Friday.

## HOST A LIVE EVENT

Did you know you can add a live stream to your fundraising page? Drive supporters to your page with a live event, like a music performance, team happy hour, stand up comedy, or award ceremony. Or end your fundraiser with a live announcement of how many meals you collectively raised. The options are endless. Check out [this guide](#) for how to add a livestream.

## CHALLENGE THE BOSS

Have one or more of your leaders agree to a fun and quirky challenge if your team reaches a certain goal of fundraising. Some ideas: wear a goofy costume for a day, take a pie to the face, shave their head (only if they enthusiastically agree, of course!), or treat their team to lunch.

## FEED IT FORWARD

Does your office ever offer a complimentary lunch? Would someone from your organization be willing to prepare and donate a lunch for everyone? Hosting brunch or BBQ at your home? Give the opportunity to those who choose to dine to Feed it Forward. Ask your supporters to donate the cost of the meal they get for free to the Food Bank - paying it forward to a neighbor in need of a meal! Have them pay for the lunch on your Virtual Food Drive page and use their donation email receipt as their ticket in.