



COVID-19 AGENCY GUIDE

FUNDRAISING TIPS FOR CENTRAL TEXAS FOOD BANK PARTNERS

Fundraising Basics for Central Texas Food Bank Partners

Many people are nervous about the idea of fundraising; some are downright intimidated by the thought of asking others for donations. Fundraising is not simply about asking. It is about identifying and developing friends of your agency, people who believe in its mission, people who want to help and participate in achieving its goals. Giving isn't a business transaction. It's a human connection.

Where to ask?

- By mail
- Through e-mail
- Your website
- In person
- At an event
- On social media

No matter the source, it always comes down to asking PEOPLE:

- People make the decisions at businesses and faith based organizations.
- Mail appeals go to people.
- Events are attended by people.
- Social Media is made up of...you got it...people!

Fundraising starts with building strong relationships with people.

Who are your fundraisers?

- Staff
- Volunteers
- Board
- Donors

Before you can ask for donations using any of the methods described earlier, you need to identify who is able to help your agency to build strong relationships. Engaging your fundraising community to include board members, staff members, volunteers, clients and current donors can help connect the agency with more potential supporters.

Your donor prospects can be:

- Family
- Colleagues
- Friends
- Volunteers
- Neighbors
- Business associates (ask about matching programs)

How to Ask for Donations

You know who you want to ask, now comes the asking.

5 Questions to Answer in Your Ask:

- What specifically are you asking for?
- Why are you asking them to give?
- What is the impact of their gift?
- Why now?
- How much am I asking for?

After deciding what approach you will take, have your documentation ready in case anyone asks questions. Work in partnership with others—have an experienced volunteer or board member look at your proposal or go with you to a donor meeting. No matter who is doing the asking, your agency should have a consistent “case for support” message to ensure that everyone asking for donations for your programs has a consistent message.

Receiving Donations

Here’s where you reap the fruit of your labor! The work is not over though, it’s only just begun. Building strong relationships with your supporters relies on prompt communication. When you receive a gift, whether it be via the mail, online, or another way, make sure to process the gift in a timely manner. Deposit checks quickly, ensuring you preserve any information you need for your accounting or fundraising systems. Keeping tabs of donor information is the foundation of the stewardship process which is what keeps your donors engaged in supporting your mission.

Recording Donor Information

- You don’t need to be very computer savvy to know how to do this. Using index cards will get you started.
- Note the donors’ names, addresses, phone number, date of donation, purpose of the gift and amount.
- Transferring this data to a spreadsheet format like Excel or Access will make it even easier for you to stay on top of the donations you will be receiving.

Acknowledging the Donation

Sending a postcard or letter thanking donors for their contributions serves an important purpose. It helps you build and keep a relationship with the people who have donated. By letting your donors know that their gifts are truly appreciated, you can help ensure that they will donate again in the future. By law, you are required to acknowledge in writing gifts of \$250 or more. However, it is a good idea to acknowledge all gifts. Remember, even who signs the letter can leave a lasting impact on your donors. Whenever possible, have a Board of Directors member, the CEO, or another person in leadership at your organization sign and include a brief personal handwritten note off to the side. Even saying ‘Thank you for making a difference!’ will go a long way with supporters both new and old.

All acknowledgements should contain some form of the following language: “[Name of agency] is a 501 (c)(3) approved organization, and your contribution is tax-deductible to the full extent allowed by the law. No goods or services were provided in exchange for this contribution.”

Regardless of how people give, we encourage you to follow up personally with your donors. Some great ways to acknowledge and thank your supporters include:

- Call them or send a handwritten thank-you card after receiving the gift.
- Send an email with program updates or clients stories to let donors know that how their giving is making a significant impact in their community.

Whatever you do, make sure it is personal and heartfelt and acknowledges them for the profound impact of their gift on a family and on a community.

See samples of acknowledgement letters and e-mails on pages 5-6.

Messaging for How being a CTFB Partner Agency Benefits Your Organization

- The Central Texas Food Bank and its network of 250+ partner agencies are on the front line of hunger relief helping nearly 50,000 Central Texans each week access nutritious food when they need it the most.
- Due to the efficiency of our network, every \$1 donated provides 4 meals.
- In the last fiscal year, CTFB distributed more than 52 million pounds of food. That's equivalent to more than 43 million meals.
- One of the many benefits of becoming a partner agency with the CTFB network is that your organization may obtain of a variety of high quality donated product at very low cost. Because of your savings on food costs, you can channel more funding to your agency's other important programs, like counseling, health care, housing or utility assistance.
- CTFB partners receive exclusive access to a shopping list full of a variety of product all offered at rates that agencies wouldn't be able to source on their own without the network.
- CTFB also offers other technical and other support to its partners, including use of a client data tracking system free of charge, an annual training conference, and a relationship manager that's available to troubleshoot individualized issues a partner may be facing.

COVID-19 FUNDRAISING

Guiding Principles: Fundraising during COVID-19

- Importance of communication: Your stakeholders are experiencing this crisis with you. They trust your advice. Keep your donors and stakeholders updated on what they can do to protect themselves and what you are doing to meet the needs of the community. Transparent and consistent communication is key during uncertain times.
- Assess your fundraising plan: Now is not the time to abandon your fundraising plan. Assess where you are, pivot where you need to, and stay true to your strategy.
- Use your unique voice: Your organization is built to support the community during uncertain times like these. Use your organization's voice to keep the community strong.
- Develop an action plan: Crisis management is easier with a plan. Develop a plan of action for your fundraising team with consistent messaging.
- Leverage technology: People are home. Now is the time to find innovative ways to incorporate virtual strategies. Use videos, webinars, podcasts, or virtual briefings to keep stakeholders informed. Use your social media and digital forms for consistent communication channels.
- Engage staff: Share your crisis fundraising strategy with your colleagues to continue to create a culture of philanthropy and be sure the fundraising team understands changes being made to distribution plans so that you can effectively communicate with your audiences. You are all in this together.
- Practice empathy: Everyone is experiencing this for the first time. Thank your staff, volunteers, and supporters regularly. Offer resources that may be helpful. People will remember your response to this.
- Remember your mission: Each day, you and your team show up to provide an integral service to our communities. You are needed now more than ever. Show up. Be flexible. Do what you do best – serve our communities during their time of need.

The Fundamentals for Engagement

- Case for support
 - Your organization's response to the crisis
 - Estimated cost to meet need
- Regular updates on your relief efforts!
 - Human connection is more important than ever – calls/videos/emails

- Donors stop giving during a crisis if they don't feel connected
- Do not pull back on marketing and promoting your efforts
 - It is best to share as much as possible at first – and continue to modify your efforts
- ED/Leadership/Board thank you calls to your donors and supporters
 - Set a goal for 5-10 per week
- Be honest and transparent. You don't have to have it all figured out but have some concrete estimates on what you need.
- Don't be afraid to ask for what you need!

See examples of COVID-19 asks and acknowledgements on pages 7-8.

Internal Processes to Ensure Engagement

- Enter all actions/information into your database
- Create a shared spreadsheet to track recognition promised
 - Update with links to digital media posts or other recognition efforts for fundraising team to easily share back with donor
- Build a COVID-19 Thank You page on website for stewardship & recognition
 - Easy way to say thank you to donors and they can share with their network
- Set up a virtual food drive, peer to peer fundraising platform, or trackable donation page your supporters can use to engage their networks in giving that you can easily track.

Charitable Giving Incentive – CARES Act

The COVID-19 Stimulus Bill (CARES Act) included a law that allows taxpayers to take a larger deduction for charitable contributions than would normally be available. These increased limits under the CARES Act only relate to cash contributions as opposed to donations of stock, real estate, or other non-cash items. The increased limits are only applicable for gifts made to public charities, not to private foundations or donor-advised funds. The NFS recommendation is that you never offer tax advice to your donor. However, we understand that you may be interested in sharing this new incentive with your supporters so that they can discuss with their financial advisor. Below are a few ways you can include this information in a PS or through a newsletter or website blurb.

Individual:

The CARES Act included a new above-the-line deduction (universal or non-itemizer deduction that applies to all taxpayers) for total charitable contributions of up to \$300 for individuals who do not itemize deductions. For itemizers, the law also lifts the existing cap on annual contributions, raising it from 60 percent of adjusted gross income to 100 percent. The incentive applies to cash contributions made in 2020 and can be claimed on tax forms next year. Section 2204-2205. Please consult your tax advisor concerning the application of this law to your particular situation.

Corporate:

The CARES Act lifts the existing cap on annual contributions from corporations, raising it from 10 percent of taxable income to 25 percent. Also, the food donations cap from corporations has been raised from 15 percent of taxable income to 25 percent. The incentive applies to contributions made in 2020 and can be claimed on tax forms next year. Section 2205. Please consult your tax advisor concerning the application of this law to your particular situation.

Newsletter or other:

The CARES Act included a new above-the-line deduction (universal or non-itemizer deduction that applies to all taxpayers) for total charitable contributions of up to \$300. For itemizers, the law also lifts the existing cap on annual contributions, raising it from 60 percent of adjusted gross income to 100 percent. For corporations, the law raises the annual limit from 10 percent of taxable income to 25 percent. Food donations from corporations would be available to 25 percent of taxable income, up from the current 15 percent cap. The incentive applies to contributions made in 2020 and can be claimed on tax forms next year. Section 2204-2205. Please consult your tax advisor concerning the application of this law to your particular situation.

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Austin Independent School District

Scott Weatherford
Jackson Walker LLP

Mark J. Williams

Shayne Woodard
Waterloo Lobby & Advocacy, Inc.

<<Date>>

<<Addressee>>

<<Company name>>

<<Address Line 1>>

<<City>>, <<State>> <<Zip>>

Dear <<Salutation>>,

Many families all over the country come together this time of year to share meals and good company during the holidays. We are thankful for your generosity because without your donation, Food Bank recipients like Sabrina and her daughter Aliya would not have the opportunity to share a Thanksgiving meal with their family this year. We can't think of a better way to share the spirit of giving than making sure others have the food they need.

Sabrina is a single mom who works as a daycare teacher and attends classes at Austin Community College full time. "I'm working on my associate degree in child development," she says. "But I really want to become a pediatric occupational therapist some day!" It's clear Sabrina works hard to make ends meet, and she shares it is all worth it for her daughter.



Thanks to the Food Bank, this year, Sabrina is proud to be hosting her close family for Thanksgiving. "On my teacher's salary, I had no idea what I was going to do. I was afraid I might be feeding my family pizza for Thanksgiving," she laments. "Both my boss and my counselor at ACC are aware of my situation and sent me emails telling me about this opportunity to get a turkey here through the Food Bank. I'm so grateful," she says, with relief. **"You helped out a lot. Thank you, because now we can actually have a Thanksgiving!"**

Here at the Food Bank, we greatly appreciate your generous donation of <<Amount>> <<Tribute>>, received on <<Date>>. With your help, we are able to improve the lives of families in need and help bring people together.

With sincere gratitude,

Derrick Chubbs
President & CEO

P.S. The Internal Revenue Service requires we state no goods or services were provided to you in consideration of this gift. Please keep this letter for your tax records.

P.P.S. Can your employer match your contributions? Visit www.matchinggifts.com/centraltexasfoodbank to find out.



Brianna,

Before we get wrapped up in today's festivities, I wanted to say thank you. More than that, we here at the Central Texas Food Bank are thankful for you.

I want you to take pride in all that the Food Bank has been able to do this year. From providing support for furloughed government workers, to launching a garden expansion project, we have been able to grow to meet our clients at their points of need and prepare for a bigger and brighter future. This is all thanks to donors like you.

I am deeply humbled that you continue to invest in us and the work we do.

-Derrick

Derrick Chubbs
President and CEO
Central Texas Food Bank

Sent from my iPhone.

DONATE

Dear Brianna,

With the recent developments around the coronavirus (COVID-19) situation, we are reaching out to let you know we are working around the clock to understand how we can best serve our clients during the pandemic, and that we anticipate a dramatic increase in need for our services in the coming weeks and months.

We believe in providing comprehensive support to address urgent issues, and to ensure that our neighbors have the tools and information needed to access food and other programs through our network—now or whenever they find themselves in need.

A gift today helps ensure our shelves are stocked so we can respond when we're needed most.

DONATE

As leaders in the community, the Central Texas Food Bank has a long history of responding to emergencies and disasters, each of which is different. Thanks to support from donors like you, we can remain nimble and ready to meet our clients at their points of need. Donors like you ensure that we can prepare quickly by purchasing the exact items we need to keep our neighbors fed.

For more information on how we're taking proactive measures to protect the health and wellbeing of our staff, volunteers and clients, please

visit: <https://www.centraltexasfoodbank.org/coronavirus-covid-19-update>

As we serve those in need in our community, we look forward to working with you.

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"To nourish hungry people and lead the community in the fight against hunger."

We wanted to send you an update, Brianna, and share with you some of what your donation makes possible.

Since March, we have continued to provide food and resources for 21 counties here in Central Texas, in addition to mobilizing to meet the unprecedented demand created by the COVID-19 pandemic.

Our staff, volunteers and community partners have been working tirelessly to adapt our volunteer and distribution models. We're giving out only emergency food boxes and doing everything we can to maximize social distancing.

These changes have had a profound impact on how we operate here at the Food Bank. Thanks to donors like you, we have been able to adapt, ensuring that our neighbors in need can safely access the food and resources you help us provide.

One of the ways we're meeting the increased need in our community is by holding a series of special mass distributions, all utilizing drive-through or low-touch methods that minimize close human interaction.

On Monday we held another mass distribution at Del Valle High School using our Mobile Food Pantries. Our caring community came together to serve 1,608 households. That's a 1,133% increase from a 'normal' mobile pantry distribution. Your generosity makes this, and so much more, possible.

We encourage you to find us on [Instagram](#), [Facebook](#) and [Twitter](#) to see all the amazing ways our community continues to come together, day after day, to support those in need.

Thank you for your continued support of the Food Bank. As we serve those in need in our community, we look forward to working with you.



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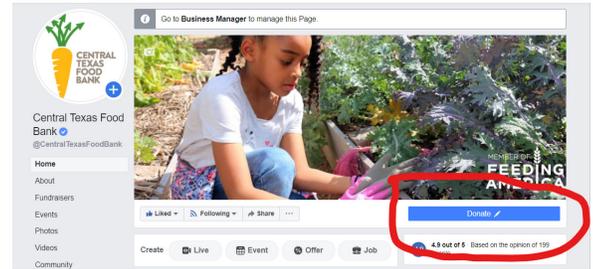
"To nourish hungry people and lead the community in the fight against hunger."

SOCIAL MEDIA FUNDRAISING TIPS

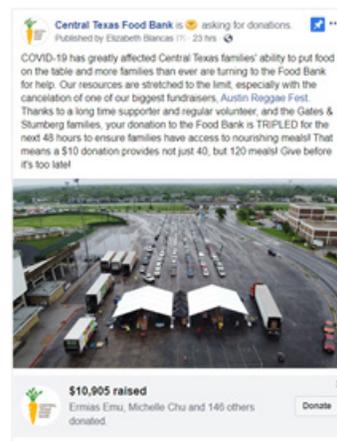
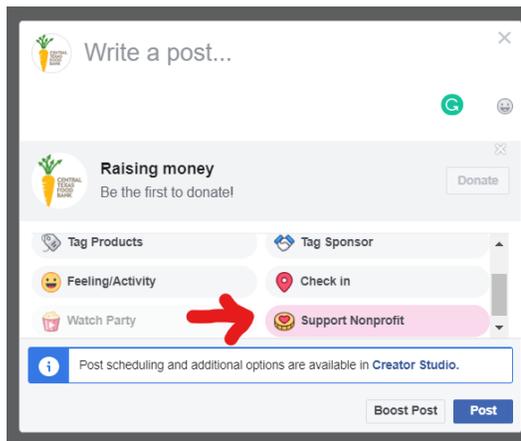
Facebook:

If your organization is enrolled in Facebook Payments, you can utilize Facebook fundraising tools for nonprofits.

- Make sure you have a “Donate” link near the bottom of the header image. You can change this button by hovering over it and editing it.



- **Use the donate button.** Facebook wants to keep users on the platform. Posts that link out don't perform as well. Instead of linking out to a landing page, add the donate button to your post.
 - Include compelling imagery and copy with a strong call-to-action. Share the mission and don't be afraid to ask for donations. Use an interesting photo/action photos, graphic or video. For example, use pictures of volunteers distributing food or the line of cars.
 - If using a client photo, remember to present clients in a positive manner. Keep in mind that you need to have them sign a media release form first in order to use their image.



• Make a Facebook Fundraiser

- Write a headline that is to the point and informs the audience about what the fundraiser is for.
- Set a goal. You want to start with a goal that seems achievable and gives your audience enough time to reach the goal. You can start small and increase the goal as time passes.
- Use a compelling header image.
- In the about section, explain the problem and inform users how they can help. Don't forget to make a strong call-to-action.
- After creating the fundraiser, make sure to share it to your Facebook page so everyone can see it.
- Pin your donation post or fundraiser to the top of the page
- If you do not have access to Facebook fundraising tools, then link out to a landing page.



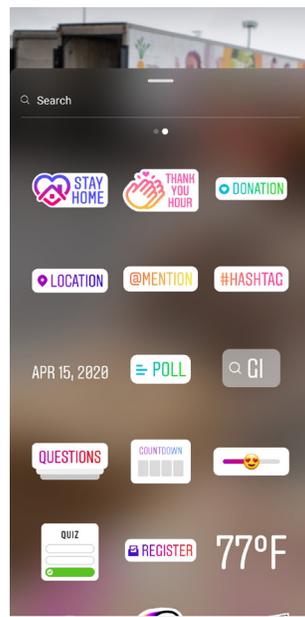
Twitter

- Many images on Twitter are usually cut off if they don't fit their image size. Use an image that is 1024 x 512.
- Don't be afraid to post as many times as you want on Twitter. Explain the problem concisely, include a strong call to action, and include a link to a donation lander.
- Make sure to pin the tweet with the donation lander.



Instagram

- Start by changing the link in your profile to link out to a donation lander. This makes it easier to refer back to it in your posts.
- Instagram is a platform for images. Avoid adding texts to your pictures. Include compelling imagery and copy with a strong call-to-action.
- Use Instagram stories with a donation sticker to make it easy for people to donate. Keep text to a minimum to make it quicker to read. Have fun with it and add stickers.
- Do not use a horizontal photos or videos on Instagram stories. Vertical pictures/videos are much more appealing.
- Don't forget to repost stories from your supporters. People cannot click on the donation stickers from a reposted story. Before reposting a story that has a donation sticker, add the sticker back on again.



Lastly, make sure to thank your donors on all platforms! A simple thank you to acknowledge a donor goes a long way to make them feel special.

Engage with us on social media – follow, share and comment at

