UTAH FOOD BANK

# FUNDRAISING TOOLKIT

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# THANK YOU

Thank you for joining Utah Food Bank in *Fighting Hunger Statewide*! Since every dollar donated to Utah Food Bank equals $8.71 worth of goods and services, with a little work and a lot of fun, your fundraiser will make a big difference in the lives of Utah families facing hunger.

This Fundraising Toolkit contains step-by-step instructions for starting and managing your own fundraiser. We know it will be a huge success!

Thank you again for choosing to make a difference in the lives of others. You make our work possible.

Sincerely,

*Ginette Bott*

Ginette Bott
President & CEO

# WE'RE HERE TO HELP

We are here to support you! If you have any questions or need further guidance in setting up your DIY Fundraiser, please contact us:

Heidi Cannella
801-887-1278
heidic@utahfoodbank.org

# GET STARTED

Are you an individual starting a fundraiser? These instructions are for you! Are you organizing a fundraiser for a team or company? Reference page 5 for all the details!

## 1 CLAIM YOUR PERSONAL PAGE

Go to UtahFoodBank.org/diy and click on "Get Started" to access JustGiving. Next, click on the orange 'Start Fundraising' button. Complete all required information.

## 2 WHAT ARE YOU DOING?

Confirm whether you're taking part in an event, celebrating an occasion, fundraising in memory of someone, or doing your own thing. If you can't see your event listed, select 'Doing your own thing' at the bottom right corner of the page and fill in the details.

## 3 CHECK YOUR DETAILS

Select your event type and date (optional) and choose your Fundraising URL – this is the link you'll be sharing with friends and family when asking them to donate. Click 'Create your page.'

## 4 DONATE

To really get the ball rolling and inspire others, we recommend starting your fundraiser with a donation. This is optional, but people are more likely to donate when they see others have given!

## 5 SHARE AWAY!

Your Fundraising Page is now set up and ready to accept donations. Now you can start on the fun stuff– personalizing your page and sharing it with friends and family.

# TEAM/COMPANY PAGES

### 1 WHAT ARE TEAM (OR COMPANY) PAGES?

Team Pages allow you and your company, organization, or friends to combine your individual fundraising pages together to contribute to an overall total. They're great if you want multiple people to fundraise and compete within your organization. The page will list everyone's individual page, as well as the collective total you've raised together. Please note, JustGiving refers to both Team and Company pages as TEAM PAGES.

### 2 HOW TO CREATE A TEAM PAGE:

- Once you've created your Fundraising Page, click the 'Create a team' link
- Give your team a name
- Confirm that you're raising money for Utah Food Bank and the event you're participating in
- Provide the story behind your reason to fundraise together (1000 characters max)
- Add a cover photo (JPEG format, 415 x 235px in size)
- Set the team's fundraising target
- You can also set targets for individual team members by using the drop-down
- Choose your team's web address and click 'Create a team'

### 3 INVITE YOUR FRIENDS!

To manage who's on your team, click on the member's tab at the top of your Team Page. From here, you can make your Team Page open for anyone to join or accessible by invitation only. You can also invite new members and remove team members.

### 4 EDITING YOUR PAGE:

Once you've set up a Team Page, you can update it by clicking 'edit' at the top of the page. You can update the title of your Team Page, your target, your cover photo, and your team story.

## TEAM PAGES ARE OPTIONAL

If you and your teammates prefer to use the same page, create a regular fundraising page and list all team members in the story section. Choose an account name and web address that reflects your team name.

# THE KEY INGREDIENTS

### Fundraising summary

Keep it short and sweet. This will be what people see when they land on your Fundraising Page or when you share it on social media.

### Target

Setting a target creates momentum and gives you a goal to focus on. Plus, pages with a goal raise 46% more than those without! Be ambitious and realistic.

### Image

Let your picture do some talking too. Grab your smartphone or digital camera and capture something that helps to tell your story or share what you're doing. **JPEG format, landscape orientation, in a 415 x 235px size is best.**
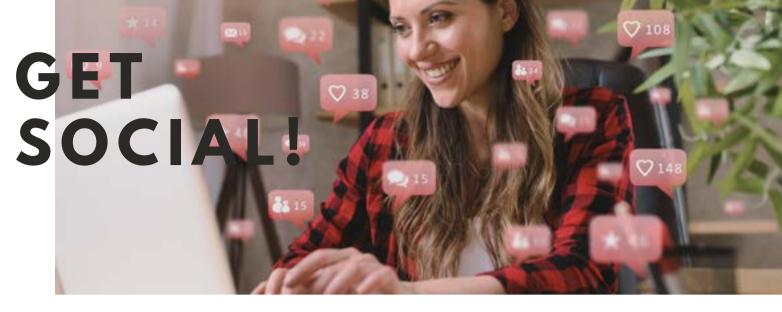
### Tell your story

Explain why you are raising money, how you are doing it, and why the cause means so much to you. The people reading it will be friends, colleagues and loved ones so don't be afraid to open up and be emotive.

### Updates

They might look small, but they pack a big punch. Updating your supporters on how things are going, how close you are to your target, how your training is working out, or just saying thanks for all their help will keep them engaged. An engaged audience is more likely to spread the word about what you're up to, which could lead to more donations!

### Include all your fundraising

Make sure you include the donations you've received by cash and check so that all of your efforts can be seen.

# GET SOCIAL!

Sharing your Fundraising Page on social media is the easiest (and quickest) way to get your fundraiser out there. Just click the Facebook and Twitter share buttons on your Page, and leave a comment to let people know what you could achieve with their support. **Don't forget to tag us at @utahfoodbank, our handle across all three social media platforms.** Remember that different channels will help you in different ways:

## FACEBOOK

Why not build a network around your fundraising by creating a Facebook page and posting regular updates to keep people involved? Post loads of images too - they grab people's attention much better than text.

## TWITTER

People chat on Twitter by hashtagging (#) keywords and phrases. Check out trending topics on the left to see if anything is relevant to your cause, and use hashtags in your tweets to help the right people find you. To shorten a your URL, go to Bit.ly. Don't forget to add pictures!

## INSTAGRAM

Focus on the images and keep written content short. Like Twitter, you can use hashtag keywords and phrases to help the right people find you.

# SAMPLE POSTS

We're excited to announce our [fundraiser name] for @utahfoodbank! You can help us feed the 1 in 7 Utah kids facing hunger by donating today at [insert fundraising page URL here]

Your donation to our [fundraiser name] for @utahfoodbank can make a big difference! Every $1 given = $8.71 worth of goods and services for Utahns facing food insecurity. Donate today at [insert fundraising page URL here]

Hashtag - #fightinghungerstatewide
Tag Us - @utahfoodbank

# WRITING EMAILS

Email is still one of the most effective ways to let people know about your cause. Amongst endless spam and marketing, an email from a friend feels special. Be sure to let them know why you're fundraising and what you're hoping to achieve with their support. Below are some example emails, but feel free to use your own words!

## *SAMPLE EMAIL – FUNDRAISING APPEAL LETTER*

**TARGET AUDIENCE**

Use this email to send to your friends, family, colleagues, and personal network, asking for their support.

If you're fundraising as a team, share it with your team members so they can use it too. Customize with your personal information.

**SUBJECT LINE**

I'm fundraising! Join me to support Utah Food Bank

**EMAIL BODY COPY**

Dear **[Name]**,

I've committed to doing something incredible this year. My goal is to raise [goal amount] for Utah Food Bank. Since Utah Food Bank can turn every dollar donated into $8.71 worth of goods and services, this fundraiser will have a positive impact on the 410,000 Utahns facing hunger right now.

**[Your email can include a short history of your passion for this cause and/or your involvement with the organization. Add additional details about your fundraising initiative that you want to share with supporters. Tips: Include the when what and how behind your fundraising initiative.]**

I'm excited to be a part of Utah Food Bank's mission of *Fighting Hunger Statewide*. I hope you will join me in this adventure. Please visit my fundraising page and consider donating $25 or more. I'd appreciate any support you want to provide.

**[Insert page link]**

With the deepest gratitude,

**[Your Name]**

# SAMPLE EMAIL – FOLLOW UP EMAIL TO TEAM MEMBERS

**TARGET AUDIENCE**

Here is an email template you can send to your team members who have not created their fundraising page yet.

Simply insert your team and personal information where applicable.

**SUBJECT LINE**

We're fundraising for Utah Food Bank

**EMAIL BODY COPY**

Dear [Name],

Thank you for joining our fundraising team, **[Team Name]**. Together, we are going to raise $**[Fundraising Goal]**. To meet our goal, each person will need to raise approximately $**[Your fundraising goal/# of team members]**.

You should have received an invitation to claim our fundraising team and create your personal fundraising page. If you didn't get that invitation, you can also simply click here **[Insert team page link]** and click 'Join Team.'

THEN…

1. Update your page with your photo and personal story.

2. Share your link with friends and family.

3. Make every step count by connecting your Strava account to your page, or manually track your training miles on your fundraising page, so we can see how much effort and energy we're collectively putting out there for Utah Food Bank. **[ONLY APPLICABLE TO RUNNING, CYCLING AND WALKING EVENTS]**.

4. Be awesome. And remember to say thanks to your donors.

Let's do this! Here we come!

**[Your Name]**

# SAMPLE EMAIL – THANKING YOUR SUPPORTERS

**TARGET AUDIENCE**

Here is a sample email you can send to your donors to thank them for their support. Simply insert your team and personal information where applicable.

**SUBJECT LINE**

Thank you for making a donation!

**EMAIL BODY COPY**

Dear **[Name]**,

Thank you for your donation toward my fundraising goal to Utah Food Bank!

**[Insert something specific about why you're grateful or how the donation is being used Utah Food Bank to fight hunger in Utah.]**

Check out how close I am to reaching my fundraising goal by visiting my personal Supporter Page:

**[Insert page link]**

Thanks again for your donation!

Sincerely,

**[Your Name]**

# EVERY MILE COUNTS

## *TRACKING YOUR TRAINING*

For run, walk, or ride fundraising drives, Strava is the answer to logging all those miles! We all know giving is more than just money. You're giving your time, effort, energy, and voice. All those miles, blisters, sweat, and tears are energy given to fighting hunger. So, let's count it.

When you connect your Strava account to your fundraising page, your training will automatically pull into your page. Fundraisers who track and share their training efforts raise 45% more than those who don't!

### *HOW DO I CONNECT MY FUNDRAISING PAGE TO STRAVA?*

- Log in to your Fundraising Page and scroll down slightly to the 'Connect Strava' button.
- You'll then need to log in to or register with Strava (it's free!).
- Finally, confirm some Strava permissions and select and save your fitness settings and preferences.

### *CAN I CONNECT MULTIPLE PAGES TO STRAVA?*

Yes, you can connect multiple pages within one account. On the first page you connect, you'll be asked to log in to Strava and confirm some permission settings. For any subsequent page you connect, you will bypass this step and go straight to the pages' fitness settings for you to set specific preferences for that fundraising page.

You can also have different fitness activities appearing on different fundraising pages, for example, one page to just show Running and another to show Cycling.

# TELL US ALL ABOUT IT!

What made your fundraiser a success?
What advice would you offer others?
What tools would help you maximize your efforts?
We'd love to hear your thoughts!

Please contact Heidi Cannella at 801.887.1278 or heidic@utahfoodbank.org.

# CASH & CHECK DONATIONS

Online donations to your Fundraising Page are the easiest way to donate. They don't require delivery, generate instant receipts to the donor, and eliminate the handling of money on your end. We know some people may want to donate with cash or check, so if you receive any, please follow these steps:

**1**

**Please ask your supporters to make their checks out to Utah Food Bank.**

**2**

Fill out the Cash & Check Donation form on the next page. Mail or drop off the completed form along with cash and check donations to:

Utah Food Bank / Attn: Heidi Cannella / 3150 S 900 W / Salt Lake City, UT 84119

**3**

Make sure to enter the gifts into your Fundraising Page using the 'Raised offline' function:

- Log into your account
- Click 'Edit' on the page you'd like to add the balance to from your profile area
- Click 'Donations' along the top of the page
- Amend the total amount raised offline and select 'Save offline donations'

**The names of offline donors won't show on your Fundraising Page. If you'd like to acknowledge the friends and family who've given you money offline, you can add a quick update to your page thanking them for their donation.**

# UTAH FOOD BANK **FUNDRAISING TOOLKIT**
## CASH & CHECK DONATIONS

### *Thank you for organizing a fundraiser!*

This form is only for offline gifts that you have received, including cash and checks. In order for us to count these gifts towards your goal, please mail or drop off this form along with your offline donations.

Utah Food Bank
Attn: Heidi Cannella
3150 S 900 W
Salt Lake City, UT 84119

**Important: Please ask your supporters to make their checks out to Utah Food Bank.**

Name: _____

Email Address: _____ Phone: _____

Address: _____

Fundraiser Name: _____ Team Name (if applicable): _____

| FULL NAME | ADDRESS | GIFT AMOUNT |
|-----------|---------|-------------|
|           |         | CASH ☐   CHECK ☐ |
| FULL NAME | ADDRESS | GIFT AMOUNT |
|           |         | CASH ☐   CHECK ☐ |
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## *THANK YOU SO MUCH!*