



**FEEDING<sup>®</sup>  
SAN DIEGO**

**~~HUNGER~~**

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**TOOLKIT FOR FUNDRAISERS**

**2022**



# TOOLKIT FOR FUNDRAISERS



## WHY IT MATTERS

Every day, right here in San Diego County, people are faced with impossible choices: should I buy groceries or pay a medical bill? Should I buy groceries or put gas in the car? Should I buy groceries or pay for housing?

No one should have to make decisions like this. We believe access to nutritious food is a basic human right. Our mission is to end hunger through food rescue in San Diego County. YOU are a crucial part of our ability to achieve that mission.

## WHY SHOULD YOU START A FUNDRAISER?

Nationally, September is Hunger Action Month, a time to bring awareness to the issue of hunger in our community. Feeding San Diego's Hunger Action Month campaign, Cross Out Hunger, is a call to action: join us in crossing out hunger by starting a fundraiser or donating to one.

*There are exciting prizes at stake!*

Anyone who donates \$50 or more to a fundraiser will be eligible to win one of three opportunities to see the impact their donation has first-hand:

- Host a private volunteer shift for up to 50 of your friends and family with **Claudia Sandoval**, celebrity chef and host of the Discovery Plus series Taste of the Border.
- Host a private volunteer shift for up to 50 of your friends and family with former NFL player and 3x Super Bowl Champion **Lonie Paxton**.
- Host a private volunteer shift for up to 50 of your friends and family with **Hunger Halter**, one of Feeding San Diego's Hunger Action Heroes.



## GET HELP WITH A FUNDRAISER

For any questions about a personal or team fundraising page, or donations associated with your page, contact Brenda Mangru at [bmangru@feedingsandiego.org](mailto:bmangru@feedingsandiego.org) or 858.283.8543.



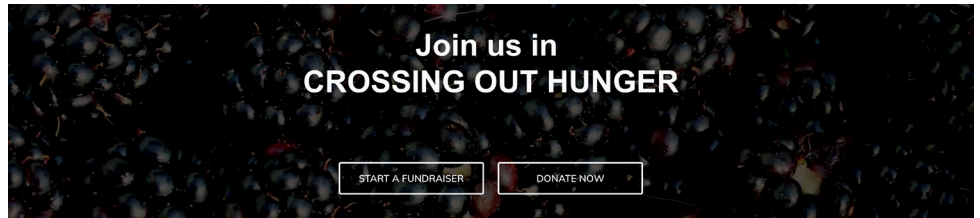
# TOOLKIT FOR FUNDRAISERS

## HOW TO GET STARTED

Starting a fundraiser is simple and funds raised have a huge impact on our community. Here's a step-by-step guide to help you achieve success.

### 1 Create a Team

Go to the Cross Out Hunger page ([bit.ly/CrossOutHunger-Fundraise](http://bit.ly/CrossOutHunger-Fundraise)) and click "Become a Fundraiser." Then, select "As an individual" or "Create a Team." If you don't already have one, you will need to create an account.

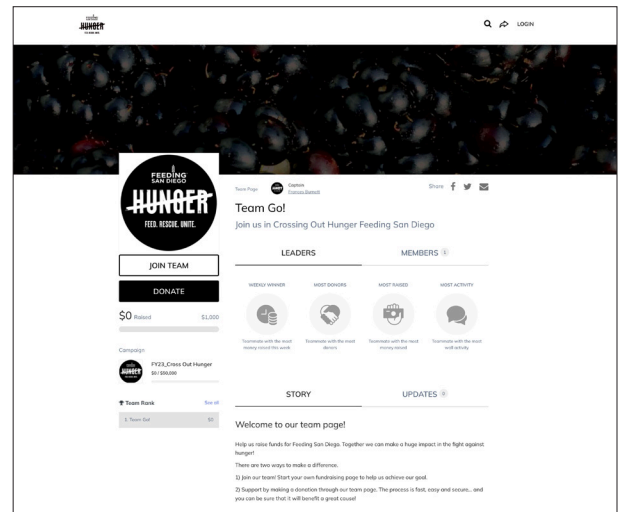


### 2 Customize Your Fundraising Page

The next step is setting up your fundraising page.

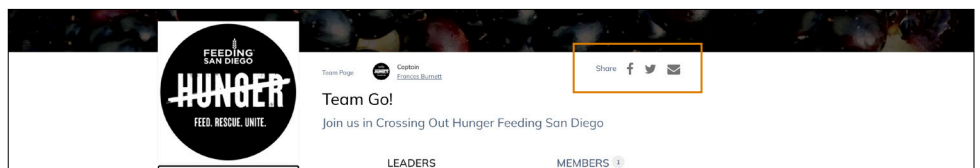
- a. Choose your fundraising goal. Raise at least \$250 and you will receive a Cross Out Hunger hat!
- b. Enter 9/30/22 for the end date of your campaign.
- c. Add a compelling headline to encourage donations. For example: "Join me in crossing out hunger with Feeding San Diego!"
- d. Set a short URL. The shortened version of your URL makes it easier to share your page.
- e. Upload a profile picture. Personalizing your page is a great way to jumpstart your fundraising efforts!
- f. Click "Finish" to move on.

You can edit your page anytime by tapping the "Manage" button to open your editor. From there, you can change the content, post updates, and change the details of your page, such as your profile picture. To learn more about editing and personalizing your page, explore Classy's support article at [support.classy.org/s/article/how-to-edit-a-fundraising-page](http://support.classy.org/s/article/how-to-edit-a-fundraising-page).



### 3 Share Your Fundraising Page

Post your fundraising page to social media or share it with your family, friends, and colleagues via text or email to help you reach your fundraising goals.



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## TIPS AND TRICKS FOR FUNDRAISING SUCCESS

Here are some suggestions and strategies to help take your fundraiser to the next level!



### *Start Strong*

It's always a good idea to make the first contribution to your fundraiser. Donating first breaks the ice and shows potential supporters that you are serious about helping the cause.



### *Make It Personal*

From your fundraiser page to the emails you send, everything about your fundraiser should be personalized to you. Add your own text and photo to your fundraising page. Make sure your potential donors know why you are fundraising.



### *Grow Your Team*

Invite your network to join your team and increase your fundraising reach. You can even create a friendly competition to see who on your team can raise the most funds.



### *Spread the Word*

Let your friends, family, and colleagues know about your fundraiser! Use our email, text, and social media templates on your fundraising page to spread the word to your network. Or check out our resources section for other tools to help you promote your fundraiser.



### *Follow Up*

Don't hesitate to send out follow-up messages. People may have missed your first message or need a reminder. You can also use email to keep people up to date on your progress and ask them to help you hit the next milestone.



### *Say Thank You*

Make sure to thank your supporters for contributing. Your success wouldn't have been possible without them! Send them a personalized email or thank you note, acknowledge them directly on your fundraising page by leaving a comment, or give them a shout-out on social media.

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## RESOURCES

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We have put together various resources, including key messages, templates, photos, testimonials, and graphics for you to promote your fundraiser. You can access these resources on our website at

[feedingsandiego.org/fundraising-resources](https://feedingsandiego.org/fundraising-resources)

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