



Connecticut Foodshare

Walk Against Hunger

The Walk Against Hunger: Fundraising Strategies

March 13, 2024

Events Manager, Chevon Reid

Friendship Service Center, Inc. & House of Bread

Welcome!



Please enter your name, organization and town in chat



Enter questions in the Q&A and we will answer at the end



Recording and slides will be sent out after the webinar



Closed captioning and language translation is available in the toolbar at the bottom of your screen



Friendship
Service
Center, Inc.
love made visible

WALK AGAINST HUNGER
FUNDRAISING STRATEGIES

Fundraising Strategies

- Team Support and Staff Engagement
- Corporate Giving and Grants
- Advertising and Marketing



Team Support and Staff Engagement

- Internal Competitions
 - Breaking down the organization into competing teams
- Individual Goals
 - Staff engagement with the community
- Meaningful Incentives
 - Ex. those who raise \$500 get a full day of PTO
 - Team with the most donations get a full paid team lunch



Sponsorship and Community Participation

- Contact local agencies
 - Agencies want staff to be engaged with community
 - Corporate giving opportunities, grants, and sponsorships
 - Participation from agency staff by walking or donating
 - Corporate employer matching
- Champions
 - One - three individuals who push and make their case on behalf of FSC
 - Someone who can match funds raised



Advertising and Marketing

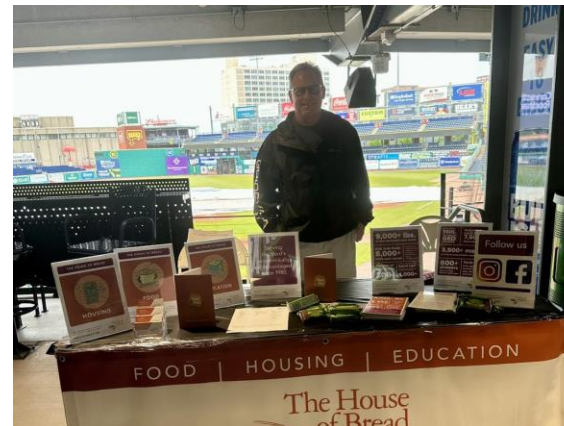
- Starting early
 - Spreading the word and putting the event on people's radars as early as possible
- Social Media
 - Consistently posting on Facebook, LinkedIn, Instagram, etc
 - Shouting out and thanking sponsors and walk groups
- Our mission
 - Talk about how the event supports your organization and its mission!



House of Bread, Hartford

Strategies:

- We focus on our volunteers
- We invite people to walk (without donating)
- We promote our CT Foodshare partnership



Tips from your Network Relations Representatives!

- Highlight the work that your organization does - people naturally want to give when they see the good work (get quotes from staff, volunteers and the people you impact). Put it on a flyer, social media, or share through word of mouth
- Create a flyer through Canva! Add photos from last year's Walk, your program, volunteers, etc.– showcase who you are
 - You can revisit our October Social Media Webinar at ctfoodshare.org/webinars
 - Add a QR code to your flyer to direct donors to your Walk Team page
 - Post the flyer in publicly acceptable areas: local businesses, coffee shops, restaurants, bulletin boards, anywhere you see other flyers
 - Share your flyer on social media platforms– tag Connecticut Foodshare!
 - Get your local major players to give you a shout out on their platform– even post to your town Facebook page
 - Talk about why you are fundraising and what you can do if you meet your goal– make sure to link your page!

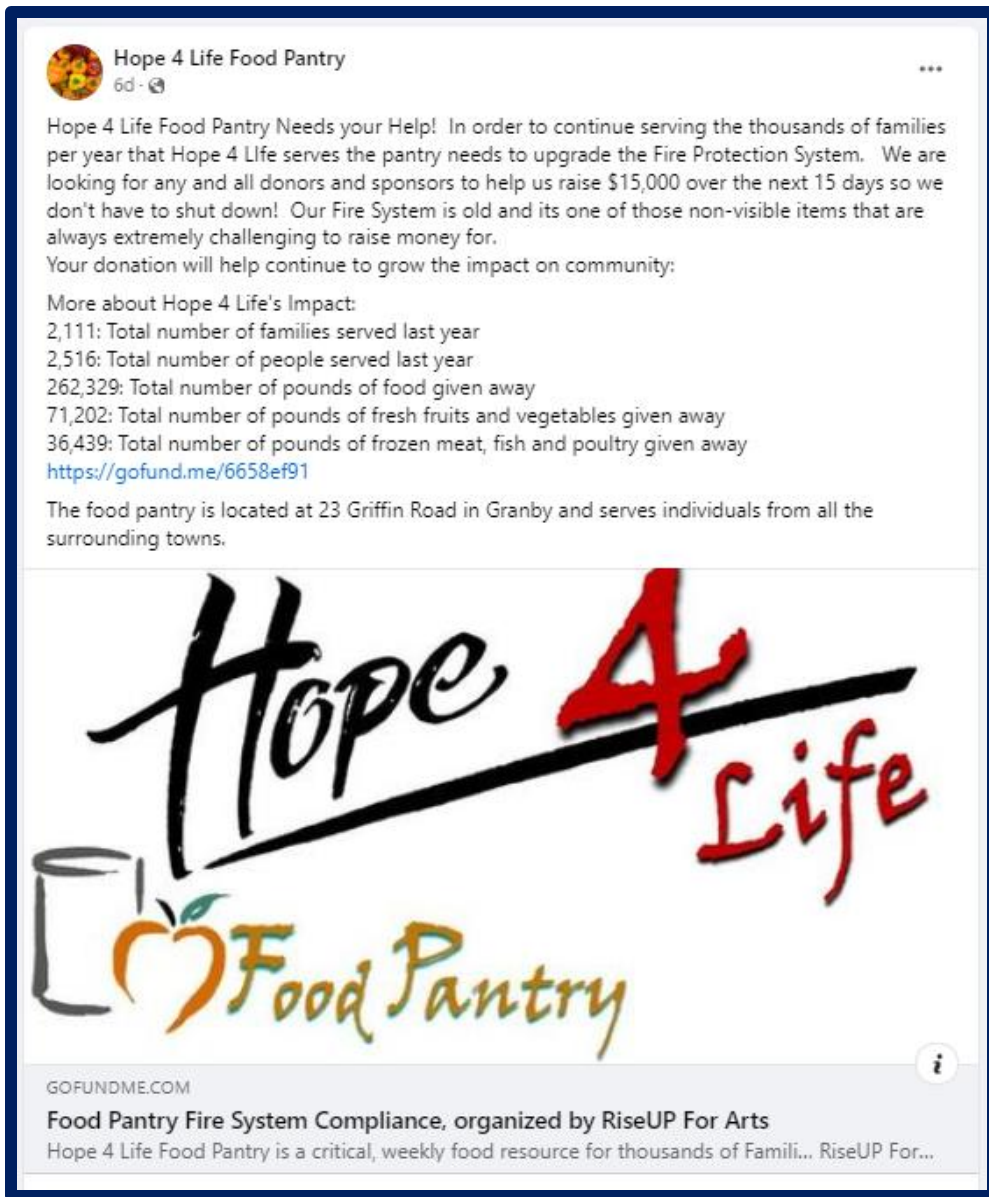


Tips from your Network Relations Representatives!

- Share exciting family-friendly activities at The Walk- goats, caricatures, balloon animals, a photobooth and more!
- Be prepared for next year / collect pictures of your own team at this year's event to help with future publicity and recognition
- Have a prize for best photo (program choice) - encourages people to take photos
- If you know someone who donated, thank them before the event (via email, handwritten note, or on social media!)
- Create a high but attainable goal that will inspire your supporters to pitch in.
- Let donors know what you can do as a non-profit at each benchmark– i.e. at \$2,000 we can purchase a glass door refrigerator



Hope 4 Life Fundraising Success Story




Hope 4 Life Food Pantry
6d · 🌍

Hope 4 Life Food Pantry Needs your Help! In order to continue serving the thousands of families per year that Hope 4 Life serves the pantry needs to upgrade the Fire Protection System. We are looking for any and all donors and sponsors to help us raise \$15,000 over the next 15 days so we don't have to shut down! Our Fire System is old and its one of those non-visible items that are always extremely challenging to raise money for.
Your donation will help continue to grow the impact on community:

More about Hope 4 Life's Impact:
2,111: Total number of families served last year
2,516: Total number of people served last year
262,329: Total number of pounds of food given away
71,202: Total number of pounds of fresh fruits and vegetables given away
36,439: Total number of pounds of frozen meat, fish and poultry given away
<https://gofund.me/6658ef91>

The food pantry is located at 23 Griffin Road in Granby and serves individuals from all the surrounding towns.



GOFUNDME.COM
Food Pantry Fire System Compliance, organized by RiseUP For Arts
Hope 4 Life Food Pantry is a critical, weekly food resource for thousands of Famili... RiseUP For...

<https://ctfoodshare.org/Hope4lifeNBC>

Sponsorship Levels: contact Matt at [email redacted] or text [phone redacted] if interested in one of the levels below.

Guardian Flames (\$100 - \$499) Benefits:

- Acknowledgment on the Hope 4 Life Food Pantry's website and social media.
- A personalized thank you letter expressing our gratitude.

Hearth Heroes (\$500 - \$999) Benefits:

- All Guardian Flames benefits.
- Name displayed on a dedicated "Thank You" board at the pantry for one year.
- A mention in our newsletter, spreading the warmth of your support.

Beacon Benefactors (\$1,000 - \$2,999) Benefits:

- All Hearth Heroes benefits.
- An exclusive invitation to a donor recognition event, shining a light on your generosity.
- A commemorative plaque in the pantry, marking your contribution.

Lighthouse Leaders (\$3,000 - \$4,999) Benefits:

- All Beacon Benefactors benefits.
- The opportunity to name a pantry section for one year, guiding our community to safety and nourishment.

Budget for the Upgrade:

S&S Alarm Systems, LLC of Granby, CT, Lic#C5-187042

- One (1) Fire-Lite ES-200X addressable control panel with new 12 volt, 18AH battery back-up **2,050.00**
- Twenty (20) Fire-Lite addressable smoke detectors x 20 **2,660.00**
- Ten (10) Fire-Lite addressable heat detectors x 10 **1,330.00**
- Eight (8) Fire-Lite addressable pull stations x 8 **1,400.00**
- Eight (8) System Sensor Horn/Strobes x 8 **700.00**
- One (1) Fire-Lite addressable beam smoke detector for sanctuary with remote test station **2,270.00**
- Misc hardware, fire rated cable back boxes and trougher boxes. **490.00**
- Labor: **6,000.00**

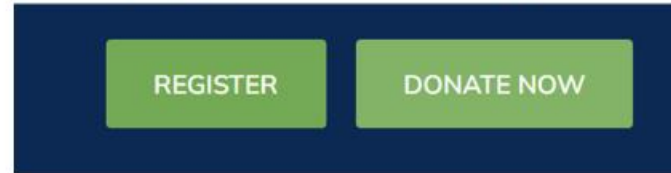
Total: \$16,900

<https://gofund.me/3b30d859>

Fundraising and Registration-

Creating a Team Page in Classy:

1. On the landing page of the campaign, click the 'Register' button.



2. From the fundraising options presented, choose how you would like to register.

How would you like to register?



As an individual



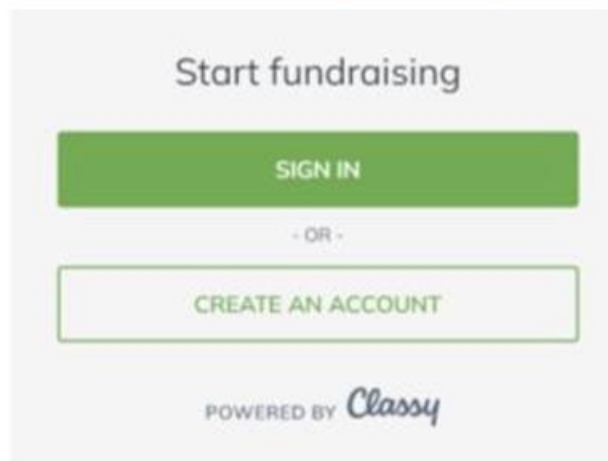
Join a team



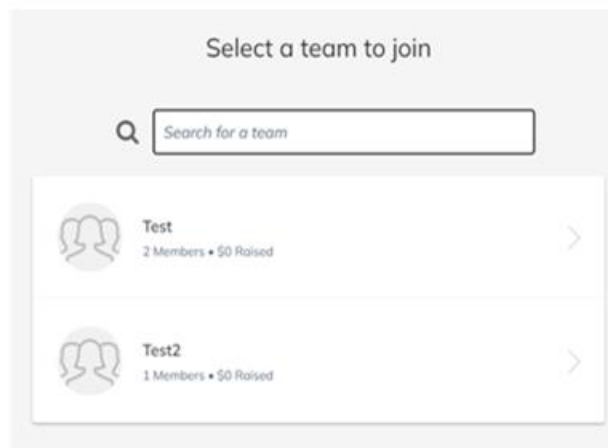
Create a team



3. If you have an existing Classy account, sign in. If you don't, create an account. Hint: if you have ever donated to an organization whose donation forms are hosted by Classy using your current email address, then you have a Classy account.



4. If you chose to join a team, scroll/search through the list and select a team to join.



5. If you select 'Create a Team' add your team's information: Team Name (required), Fundraising Goal (optional), Team Page Headline (required)

Create your team

Team name *

 0/127

Set Team Fundraising Goal *

Currency cannot be changed once a donation to your team has been made.


Team Page Headline *

 0/255

CREATE TEAM

6. Upload a team photo or click 'Continue' to use the default team photo.

Choose team photo



CHANGE CONTINUE

7. This will create your team page. From here, you can click 'Manage' in the top right corner to manage your team. You can edit your team's 'Story,' comment on activity, access email templates that you can use to ask for donations or thank your teammates. You can also make edits to any of the information you added while setting up the page under 'Details'.





Thank you, presenters!

Contact Information:

- **Chevon Reid, Events Manager, Connecticut Foodshare**
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 - crose@fsc-ct.org

Upcoming Network Partner Webinars and Info Sessions

- Food Bank Fundamentals:
 - Online Ordering In Agency Express – first Thursday of each month
 - Creating a Welcoming Culture – fourth Thursday quarterly: February, May, July, & October
- Wednesday Webinars –third Wednesday of each month
 - **Next: March 20, 1PM to 2PM, Serving Immigrant and Refugee Populations**
- SWAP Office Hours – fourth Monday of each month

Register for upcoming sessions and view recordings of past sessions at ctfoodshare.org/webinars



Thank you for joining us!

Provide feedback on today's presentation at
ctfoodshare.org/WebinarSurvey

