



Virtual Fund Drive Toolkit

For more information or questions, please contact Shannon Mills,
Community Engagement Coordinator at smills@houstonfoodbank.org.

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WELCOME

Thank you for wanting to make a difference by supporting the Houston Food Bank for your special occasion. You have chosen to host a virtual fundraiser to Celebrate a Special Day, such as a birthday, wedding, anniversary, service project, or create your own. Through this fundraiser you are creating a positive impact, spreading awareness about the needs in our community, and providing hope for people facing hunger across southeast Texas.

As the coordinator of the virtual fundraiser, what is your role? As a fundraiser host, we encourage you to spread awareness about the Houston Food Bank's mission to *provide food for better lives* and inspire those around you to do the same! In order to help you succeed, we have included the following in this toolkit.

- Getting Started
- Sharing Your Fundraiser
- Thanking Supporters
- Frequently Asked Questions

For any questions or more information about how to launch and manage your virtual fundraiser, please contact Shannon Mills, Community Engagement Coordinator, at smills@houstonfoodbank.org.

Thank you for your interest and partnership in providing food for better lives!

GETTING STARTED

1. Fill Out and Submit the Sign-up Form at

<https://app.mobilecause.com/join/hfb/FundDrive22?vid=kaqxz>

- a. The “Event Name or Organization Name” field is used to create your customized fundraiser link.
- b. Example:
 - i. Enter Event Name or Organization Name: **Houston Food Bank**
 - ii. Will create link:
<https://app.mobilecause.com/vf/FD21/HoustonFoodBank>

2. Personalize Your Page

- a. Add a photo or logo
- b. Enter a fundraising goal
- c. Tell your supporters why you are fundraising for the Houston Food Bank

3. Share Your Fundraising Page to Help Our Neighbors Facing Hunger!

- a. You will receive an email confirmation that includes:
 - i. Personal link to your fundraising page
 - ii. Information to text and direct supporters to your fundraising page
 - iii. A link where you can edit/manage your fundraising page
- b. Now you can share your fundraiser link with your community through email, social media or text. This toolkit includes templates to help you share your fundraiser!

ABOUT THE HOUSTON FOOD BANK

Mission: Food for better lives.

Vision: A world that doesn't need food banks.

About HFB:

Thank you for helping provide food for better lives. More than millions of people in the 18 southeast Texas counties served by Houston Food Bank are considered food insecure, meaning they lack consistent access to enough nutritious food to fuel a healthy life. In order to address this issue, the Houston Food Bank distributes food and other essentials to those in need through a network of thousands community partners including pantries, soup kitchens, social service providers, and schools. In addition, Houston Food Bank also provides programs and services aimed at helping families achieve long-term stability including nutrition education, job training, health management, and help in securing state-funded assistance.

Resources:

Factsheets and about our programs:

<https://www.houstonfoodbank.org/take-action/learn-about-hunger/researchresources/>

Houston Food Bank Graphics & Logos:

<https://www.houstonfoodbank.org/take-action/learn-about-hunger/newsroom/>

Photos of our work in action:

<https://houstonfoodbank.canto.com/v/covid19/library?from=thumbnail&display=thumbnail&viewIndex=1&qSortingForward=false&qOrderProp=createDate>

SHARING YOUR FUNDRAISER

As a fundraiser host, sharing your fundraiser is the most important part! Below are some templates to help you spread the word to your community. You can copy and paste the text below to share via email, text message, or social media. Be sure to add your own personal touch and use HFB photos and logos.

Email

Subject Line: Please join us!

Body: Hi, [First Name]! At [Organization Name] we are proud to come together to support the Houston Food Bank in providing food for better lives. In the greater Houston community, there are 1.1 million food insecure neighbors who rely on the Houston Food Bank and its partner network for food assistance.

Every donation helps for food recovery, sorting, and distribution as well as helping families achieve long-term stability including nutrition education, job training, health management, and help in securing state-funded assistance. Please visit [inset URL] and donate today! Thank you for your kindness and support.

Gratefully,

[Your Name]

Text Message

Hi, [First Name], we started a fundraiser for the Houston Food Bank to help them provide meals for those within our community. Please join us in providing food for better lives by donating here: [insert URL]. Thank you!

Facebook

Hi, friends and family of [Organization Name]! We are proud to come together to support the Houston Food Bank in providing food for better lives in our community.

\$1 = provides 3 meals

\$30 = contributes to household meals for a month

\$90 = helps feed a child for 3 months

Every little bit helps. Please visit [inset URL] and donate today!

Instagram

Hi, everyone! We are proud come together to support the Houston Food Bank. We have chosen this nonprofit because their mission of providing food for better lives is essential to the wellbeing of our community. To join us, please visit [insert URL] and donate today! Every little bit helps!

Twitter

Please join me in supporting the Houston Food Bank to provide food for better lives. Thank you! [insert URL].

THANKING SUPPORTERS

You can use the templates below to thank those who supported your virtual fundraiser. You can copy and paste the text below into your email, text message, or social media post and add your own personal touch to thank your community!

Email

Subject Line: The Impact We Made Together!

Body: Thank you all for your kindness and generosity! Together, [Organization Name] was able to raise [\$XX.XX] for our neighbors who are facing hunger and food insecurity.

Every \$1 raised will provide 3 meals for children, families, and seniors who need us now more than ever. This means that we will be providing [\$x3] nutritious meals to our neighbors in 18 counties in southeast Texas.

We at [Organization Name] appreciate your support and hope we can continue to provide food for better lives. We are grateful we were able to make a difference together.

Thank you again!

[Your Name]

Text Message

[Name], thank you for your kindness in supporting the Houston Food Bank with us! In total, we provided [\$x3] nutritious meals for our neighbors in our community. We are so grateful we made a difference together.

Facebook

We did it! Thank you everyone for your kindness and support. We raised [\$XX.XX] together for the Houston Food Bank. Every \$1 raised will provide 3 meals for children, families, and seniors who need us now more than ever. This means that we will be providing [\$x3] nutritious meals to our neighbors in 18 counties in southeast Texas.

We are so grateful for everyone's support!

Instagram

We did it! Thank you everyone for your kindness and support. Every \$1 raised will provide 3 meals for children, families, and seniors who need us now more than ever. This means that we will be providing [\$x3] nutritious meals to our neighbors in 18 counties in southeast Texas.

We are so grateful we made a difference together.

Twitter

Thank you for your kindness in supporting the Houston Food Bank with me! We provided [\$x3] nutritious meals for our neighbors in our community. We are so grateful we made a difference together.

FREQUENTLY ASKED QUESTIONS

1. Will each donor receive a tax-deductible donation receipt?

- a. Each individual who donates online will receive an automated receipt via the email provided. Individuals who send monetary donations to the Houston Food Bank by check or cash will receive a receipt by mail.

2. Is there a transaction fee with our donation to the fundraiser?

- a. Yes, there is a 2.6% fee per gift transaction, with an option for the donor to cover this fee.

3. I don't want there to be a transaction fee to my donation, how can I give to this fundraiser without entering an online donation?

- a. You are welcome to send a check to the Houston Food Bank (HFB) to avoid a transaction fee. Notify your HFB representative and they will manually enter the donation to reflect on your fundraising page.

- b. ATTN: Donor Services - Fundraiser

Houston Food Bank
535 Portwall St.
Houston, TX 77029

4. Will the Houston Food Bank market my event on their website or their social media?

- a. Although we would love to promote all the virtual fundraisers that are hosted to benefit the Houston Food Bank, per our guidelines, we kindly ask that the promotion and marketing be made by you.