



# Virtual Fundraising Toolkit

For more information/questions, contact Ashlyn Jones, Annual Giving Coordinator at [ashlyn.jones@houstonfoodbank.org](mailto:ashlyn.jones@houstonfoodbank.org) or 832-317-2488. Thank you!

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# WELCOME

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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 Ashlyn Jones, *Annual Giving Coordinator* at [ashlyn.jones@houstonfoodbank.org](mailto:ashlyn.jones@houstonfoodbank.org) or 832-317-2488.

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

# GETTING STARTED

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

[houstonfoodbank.org/celebration](https://houstonfoodbank.org/celebration)

- a. The “Celebration or Event Name” fields are used to create your customized fundraiser link. Be creative on your fundraiser name using this field.
- b. Ex: Celebration or Event Name: **Corey’s Birthday Fundraiser**
  - i. Will create link:  
<https://app.mobilecause.com/vf/Celebrations/FundraiserName>

## 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!

# 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. \*Please use the URL link for your personal page.

## Email

**Subject Line:** Please join me!

**Body:** Hi, [First Name]! To celebrate my [special occasion], I am asking for donations to the Houston Food Bank. My goal is to reach [\$XX.XX] to help ensure that people facing hunger have the food they need. I am committed to helping the Houston Food Bank provide food for better lives. Every \$1 I raise will help provide 3 meals for someone in need. With your help we can make a difference in the lives of children, families, and seniors in our community.

To join me in making an impact, please visit my fundraising page [insert URL] and donate today! Thank you for your support.

## Text Message

Hi, [First Name], I started a fundraiser for the Houston Food Bank to help provide food for people facing hunger in our community. Please join me in providing food for better lives by donating here: [insert URL]. Thank you!

## Facebook

Hi, everyone! For my [special occasion], I am asking for donations to the Houston Food

Bank. I hope you consider joining and helping me reach my goal of raising [\$XX.XX] to help ensure that people facing hunger have the food they need. Every \$1 donated can help provide food for 3 meals. Please visit my fundraising page [insert URL] and donate today!

## Instagram

Hi, everyone! For my [special occasion], I am asking for donations to the Houston Food Bank because their mission to provide food for better lives means a lot to me. I hope you will join me in making an impact. Every little bit helps me reach my goal and helps provide food for our neighbors in need! Please visit my fundraising page [insert URL] and donate today!

## Twitter

Please join me for [special occasion] 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:** Thank you for your support!

**Body:** [First Name], thank you for your kindness and generosity. For my [special occasion] I raised [\$XX.XX] for the Houston Food Bank! Every \$1 raised provides 3 meals for children, families, and seniors who need us now more than ever. I really appreciate your support and I hope we can continue to provide food for better lives. I am grateful we were able to make a difference together.

Thank you again!

## Text Message

Hi, [Name], thank you for your kindness in supporting the Houston Food Bank with me! We raised [\$XX.XX], and every \$1 provides 3 meals for those facing hunger.

## 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 provides 3 meals for those facing hunger. I really appreciate everyone's support. I am grateful we made a difference together.

## Instagram

We did it! Thank you everyone for your kindness and support. We raised [\$XX.XX] together for the Houston Food Bank. Every \$1 raised provides 3 meals for those facing hunger. I really appreciate everyone's support. I am grateful we made a difference together.

## Twitter

Thank you for your kindness in supporting the Houston Food Bank with me! We raised [\$XX.XX], and every \$1 provides 3 meals for those facing hunger. Thanks for making a difference with me.

# FREQUENTLY ASKED QUESTIONS

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## **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