



FUNDRAISING GUIDE

Now that you've committed yourself to raise awareness to end child hunger here in Minnesota, we are challenging you to help raise funds to pay for food packs!

There will be recognition prizes and bragging rights to earn the title of:

- Top Fundraising Team
- Top Fundraising Individual

So, put your "promotion hat" on and challenge others to fundraise!

Step 1: Register for the Packed With Love Challenge. Your individual fundraising page will automatically be created when you register for the Challenge, and a link will be emailed to you. You can also access your fundraising page by logging into RunSignUp account (runsignup.com) and select "Profile" at the top of the page.

Step 2: Set your fundraising goal! What amount can you challenge yourself to achieve? \$100? \$250? \$500? Log into your RunSignUp account and select "Edit Fundraiser" to change your fundraising goal.

Step 3: Start Fundraising. Try one of these easy techniques:

- Make a personal donation of \$25
- Ask three (3) family members to match your personal donation of \$25. Now you are at \$75!
- Ask your best friend to support you by making another \$25 donation.
- Ask five (5) more friends to donate \$10 each. That's an easy \$50!
- Ask your boss or your company to match your donation of \$25. Or, better yet... ask them if they will match the amount you raise!
- Ask your co-workers to donate \$10
- Ask your neighbor to donate \$10
- Ask on your network on social media. If you get three (3) people to donate \$10, that's \$30 more you've fundraised!

HOW TO SET UP A FACEBOOK FUNDRAISER

Facebook makes it so easy to raise money for a cause without charging processing fees or added cost. So, 100% raised goes to your cause. For your Facebook Fundraiser to count towards your fundraising goal, you must follow the instructions to create your Facebook Fundraiser.

1. [Sign In](#) to RunSignup.
2. Go to your [Profile](#).
3. Scroll down to your Fundraising section of your profile.
4. Click on your fundraiser name to go to your fundraising page.
5. On your Fundraiser page, click Create Your Fundraiser on Facebook!
6. If you are logged in to Facebook on your device, your fundraiser will automatically be created.
7. If you are not logged in to Facebook, you will be prompted to log in. Once you are logged in, your fundraiser will automatically be created.
8. Start sharing your Facebook Fundraiser with your friends and family! Any money that you raise on Facebook will automatically count towards your overall fundraising goal. Your total amount raised will be synced between RunSignup and Facebook.

FUNDRAISING TOOLS

SOCIAL MEDIA

Facebook

- Like us on Facebook at www.facebook.com/womnstrong
- Post a Facebook status asking for support. Remember to include your fundraising URL and to tag [@womnstrong](#), and [@everymealorg](#). You can also use the hashtag [#womnstrong](#), [#everymealorg](#), and/or [#packedwithlovechallenge](#).
- Update your status when you receive donations – include a shout out to your donors!

Pre-written Messages:

- More than 300,000 children in Minnesota live with food insecurity. **Without reliable access to food – such as meal programs at school – the risk of hunger is very real.** [Every Meal](#) (formally The Sheridan Story) works to combat hunger in our community by filling the gaps to food access that children face: primarily weekends and Summers. All children and families deserve wholesome and nutritious meals every day.



[WoMn Strong](#), a nonprofit of women working together to give back to the community through volunteering, is once again bringing the community together for **The Packed With Love Challenge** to raise awareness and funds for children who go hungry when school is not in session. School provided breakfasts and lunches are these children's main source of adequate nutrition. **This is now especially crucial with children during this ongoing pandemic, where nearly 50% more children are expected to have food insecurities this year.** WoMn Strong partners with Every Meal, and is the sponsor for the children at University Elementary in Blaine.

I will be moving my feet to support hungry children all over the Twin Cities.

Please support me in my efforts to end child hunger by making a donation today.

- Thanks to the support of my friends and family, I have already raised \$XXX to help combat child hunger here in Minnesota. Thank you to (Names of donors) for making donations. Please help me reach my goal of \$XXX by making a donation at (Insert Fundraising Link). I appreciate your support of WoMn Strong and their partnership with Every Meal to help children in our community.
- In less than 24 hours, I will be running/walking the Packed With Love Challenge to raise awareness about the food gap for many children in our community when school lunches are not available (weekends, holiday and summer breaks). I still need to raise \$XXX to reach my goal – Please support me and the children in need in our community by making a donation at (Insert Fundraising Link).

Instagram

If you have an Instagram account, you can utilize them to recruit for the Challenge and/or ask for donations. Tag us by using @womn_strong and @everymealorg. Be sure to use #womnstrong, #everymealorg and/or #packedwithlovechallenge

Pre-Written Email:

Dear XXX,

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I will be moving my feet in the Packed With Love Challenge to support hungry children all over the Twin Cities. Part of the commitment also includes raising funds to help purchase food for the food packs they distribute all year. **I can't do this without your support – Can I count on it?**

Please help me reach my fundraising goal by donation at (Insert Fundraising Link). If you donate \$25, then I will be closer to reaching my goal (however, any amount will help). Your donation is tax-deductable and a receipt will be sent to you after the Challenge. Remember that not only you are supporting me by making a donation, but also children with food insecurities all over the Twin Cities.

P.S. You can also join me for the Challenge by registering at www.womnstrong.org/packed-with-love

Thank you,
Name
Fundraising Link

WORD OF MOUTH

Remember to share that you are participating in the Packed With Love Challenge when you are talking within your network. You can recruit teammates and ask for their support in person! We do have fliers for you to use to promote the Challenge. Please email WoMn Strong at info@womnstrong.org

WORKPLACE/ ORGANIZATION FUNDRAISING

- Before asking coworkers or members for donations, consider forming a team. The Challenge is a team-building opportunity for businesses and/or organizations looking to make a difference in our community together.
- Ask about matching gift policies through your employer. Some businesses match fundraising gifts, and it is an easy way to double donations to reach your goal.
- Set out a change jar and ask employees and/or customers to donate their change. You could even have departments compete to see who can raise the most money.

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- Ask your boss or your leader if they will join you in supporting your cause! If your business or organization raises \$XXX, they will order lunch for the entire office.

For more information or fundraising ideas, please contact WoMn Strong at info@womnstrong.org or call (612) 440-6031