



GROWING HEALTHY FUTURES

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Online Fundraising Toolkit



**For more information,
contact:**

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GROWING HEALTHY FUTURES



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Dear Fellow GBFB Ambassadors and Supporters:

Summer is a particularly difficult time for families facing hunger, since kids, teens, and even college students are not receiving regular school meals. The Greater Boston Food Bank (GBFB) is committed to distributing healthy meals to students and families this summer so they can continue to grow, learn, and thrive.

For the second year in a row, MathWorks, the leading developer of mathematical computing software for engineers and scientists, has doubled down on this critical piece of work and presented GBFB with a \$1 million challenge to motivate others to support ALL of GBFB's summer children and family hunger relief programs and initiatives, including Mobile Markets for students, Family Meal Box Program, and our childhood and college hunger initiatives.

We are thrilled to invite you to participate in our **Growing Healthy Futures** campaign. Between July 1 and September 30, 2022, **MathWorks will generously match all gifts, dollar for dollar, up to ONE MILLION DOLLARS to DOUBLE our impact!**

Conceived by GBFB's volunteer Innovative Development Council, **Growing Healthy Futures** will sustain and bolster our work to feed Eastern Massachusetts and allow communities most impacted by the pandemic and inflation to re-emerge stronger.

Although we've transitioned to "post-pandemic" life, the need in our communities continues at elevated levels, given the current effects of the highest inflation we have seen in over 40 years. **Growing Healthy Futures** will help close the gap and also build awareness around important childhood, student, and family hunger issues in Eastern Massachusetts.

By supporting this campaign with a gift or hosting an easy to execute online peer-to-peer fundraiser, you will help nourish children and families with healthy meals throughout the summer.

Please consider joining us at **GBFB.org/GHF**

Thank you,
The Innovative Development Council
of The Greater Boston Food Bank

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PLAN YOUR FUNDRAISER



Create your fundraising page

Visit my.gbfb.org/GHF22 to create and personalize your fundraising page. You will find step-by-step instructions and you can add photos, a message about why you support Growing Healthy Futures, and why hunger relief matters to you. This is a simple and easy way to engage your friends and networks.



Make the first donation

Show your commitment to GBFB by making the first donation to your fundraiser. Making the first donation will inspire others to contribute, and you'll be able to walk them through the donation process if they have questions.



Share your fundraiser

Reach out to your closest family and friends first, as they are most likely to give early on. Use the email template in this kit, then follow up with a call. And don't forget to thank your donors for their support.

Next, share your fundraiser with your networks—colleagues, alumni groups, social networks, etc. See our social media guide below for more info.

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SAMPLE FUNDRAISING EMAIL

Dear [Name],

I am so excited to participate in The Greater Boston Food Bank's (GBFB) summer fundraising campaign: **Growing Healthy Futures**. Summer is a particularly difficult time for families facing hunger as kids, teens, and even college students are not receiving regular school meals. GBFB is committed to distributing healthy meals to students and families this summer so they can continue to grow, learn, and thrive, and I invite you to join me in supporting their work. I am thrilled to share that for the second year in a row, **MathWorks will generously match all gifts, dollar for dollar, up to ONE MILLION DOLLARS to DOUBLE our impact!**

You can help nourish children and families with healthy meals throughout the summer in two ways:

- Making a gift to support my fundraiser at [insert URL to personal fundraising page/team].
- Creating your own peer-to-peer fundraiser at my.gbfb.org/GHF22 and encouraging your family, friends, colleagues, and other members of your network to support local children and families this summer.

Your participation in **Growing Healthy Futures** will have an immediate impact in improving the lives of families across Eastern Massachusetts during these challenging summer months. I am grateful for your support!

Thank you,
[Insert Your Name]

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SOCIAL MEDIA GUIDE

Social Media Tips

- **State how close you are to your goal.** The closer you are to your goal, the more likely people will give.
- **Share with your followers why you chose to support Growing Healthy Futures**—you may even see it shared on GBFB’s social media channels!
- **Third time’s the charm.** The average person needs to be asked three times before they give, so post about your fundraising page more than once.
- **Ask. Thank. Repeat.** Don’t make every post an “ask” post. Balance it out with fundraising updates and thank yous to people who have given.
- **Always include a link to your fundraising page** just in case a non-ask post inspires someone to give.

Sample Social Media Posts

- Handles & Campaign Hashtags
 - GBFB is on the following channels:
 - 
 - 
 - 
 - @Gr8BosFoodBank
 - #EndHungerHere
 - #GrowingHealthyFutures
- Join me in supporting the @gr8bosfoodbank Growing Healthy Futures campaign. Donate or start a fundraiser today & @MathWorks will match all gifts, dollar for dollar, up to \$1 Million to DOUBLE your impact! Learn more at GBFB.org/GHF
- When you support the @gr8bosfoodbank Growing Healthy Futures campaign, @MathWorks will match your gift to help provide DOUBLE the healthy meals to children, students & families in need. Get involved today at GBFB.org/GHF
- Summer is a particularly difficult time for families facing hunger as children & students are without school meals. Growing Healthy Futures will support all the @gr8bosfoodbank summer children & family hunger relief programs and initiatives. Give today at GBFB.org/GHF

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SOCIAL MEDIA GUIDE (CONTINUED)

Sample Social Media Posts

- The @gr8bosfoodbank is committed to distributing healthy meals to students and families this summer so they can continue to grow, learn, and thrive. Join me in supporting this important effort through the Growing Healthy Futures campaign, sponsored by @MathWorks. Learn how to get involved at [GBFB.org/GHF](https://www.gbfb.org/GHF)
- The @gr8bosfoodbank Growing Healthy Futures campaign allows communities most impacted by the pandemic and inflation to re-emerge stronger. This campaign is sponsored by @MathWorks who will also match ALL gifts, dollar for dollar, up to \$1 million to double your impact. Will you join me in supporting this important mission? Give today at [GBFB.org/GHF](https://www.gbfb.org/GHF)
- **Included separately from this kit are some sample graphics you can use to accompany your Growing Healthy Futures posts.**

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TALKING POINTS

You can use the talking points below to share impactful and important information about The Greater Boston Food Bank and the Growing Healthy Futures campaign on your fundraising page, during your outreach to your network, and any social media posts you create and share.

General Talking Points

- **Growing Healthy Futures** will benefit all of GBFB's summer children and family hunger relief initiatives, ensuring students have access to enough food during the summer months.
- According to a recent study conducted by GBFB, as many as 1 in 3 people in Massachusetts experienced food insecurity at some point in 2021.
 - The same survey found that food insecurity for adults with children was even higher at 40%.
 - Adults with children (26%) in Massachusetts were also twice as likely to use a food pantry in 2021 compared to adults without children (13%).
- Growing Healthy Futures lead campaign sponsor, MathWorks, will match all gifts—dollar for dollar—up to \$1M!
- Your support of **Growing Healthy Futures** will have an immediate impact in improving the lives of families across our communities during the challenging summer months.
- The surge in grocery prices and overall inflation, which is the highest it has been in over 40 years, has resulted in many more families turning to food pantries for help. Many pantries are serving more households now than they did at any point during the past two years of the COVID-19 crisis due to the high price of food.

Childhood Hunger Talking Points

- In FY 2021 GBFB food pantry partners reported serving more than double the number of children served in FY 2019 (before the pandemic). This trend has continued in FY 2022 and is likely getting worse due to record inflation.
- Inflation is causing families to make financial choices that are limiting access to summer programs that children might normally attend. Many summer programs helped to close the summer meal gap, so without these programs more pressure is put on families to find affordable childcare options.

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TALKING POINTS (CONTINUED)

College Hunger Talking Points

- An astounding 37% of public university students in Massachusetts experience food insecurity.
- This percentage is even higher among students of color and students who are parents. Black (52%), Latinx (47%) and students who are parents (53%) are just as likely to experience food insecurity as they are to be food secure.
- Even with these surprising percentages of students experiencing hunger, only 20% of food-insecure college students utilize SNAP benefits.
- Hunger strongly impacts a student's ability to learn and take advantage of professional and learning opportunities.
- GBFB co-leads the *Massachusetts Hunger Free Campus Coalition*, which provides guidance and funding for 2 and 4-year public colleges and not-for-profit institutions of higher education that serve a significant proportion of low-income students to help alleviate hunger and food insecurity on campus.

Mobile Markets for Students and Families Talking Points

- In FY21, GBFB distributed a total of 606,905 pounds of food to Mobile Markets for students and families, equating to nearly 565,000 meals.
- Many of these households have children who participate in free and reduced meal programs at their schools, and these families rely on *Mobile Markets for students* to help them make ends meet—especially during the summer months when school breakfast and lunch are unavailable.
- The average number of individuals reached per month through GBFB's Mobile Markets for students is **2,753**.

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TALKING POINTS (CONTINUED)

Family Meal Boxes Talking Points

- The pandemic has challenged us to adapt our distribution methods and programs to meet the heightened demand and necessary pivots by our member agency food pantries. We established the Family Meal Box program in 2020 to distribute emergency food to families in hotspot communities and it has grown to be a pillar distribution program allowing GBFB to expand its reach.
- Family Meal Boxes reduce stress on agencies impacted by unexpected volunteer shortages and provide an uncomplicated solution for immediate and low-contact grab-and-go or drive-through distributions.
- GBFB's Family Meal Boxes contain approximately 32 pounds per box, which is enough healthy food for 26 meals, and include a shelf stable product mix of grains, protein, fruits, vegetables, and cereal.

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