

Hosting a fundraising campaign with friends, family, or colleagues is an exciting and fun way to make a lasting impact on GBFB's work. Every donation will help provide healthy food to residents of Eastern Massachusetts who struggle to have enough to eat.

Every \$1 can help provide  
three healthy meals.

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# Setting a Fundraising Goal

The first thing you should do is set a fundraising goal. Here's why:

- **It gives your team something to work toward.** Successful fundraising is a journey. Setting a realistic goal gives that journey a meaningful, definite end.
- **It keeps your team motivated.** Giving your team something to strive for is both exciting and motivating. Everyone loves a good challenge!
- **It makes each team member feel like they are making a difference.** Team members will feel empowered as they watch their donations bring your team closer to a concrete, achievable goal.
- **It reminds team members of the tremendous impact your team is making.** While your goal will be monetary, the impact of that money will be food on the tables of those that need it most.

## Here are some things to consider when setting a goal:

- How many people can I get involved? Consider co-workers, family and friends.
- How long is my campaign?
- What is my strategy for soliciting donations?
- How much can I expect each to contribute?
- What fundraising events am I hosting?

Do not be afraid to set an ambitious goal. You will be amazed at what your team can accomplish when you work together!

## The Fine Print:

- A goal must be entered to create your fundraising team.
- You may update your goal throughout the fundraiser.
- Please register on our online portal at:

[connect.clickandpledge.com/Organization/gbfb](https://connect.clickandpledge.com/Organization/gbfb)

# Fundraising Ideas and Planning



## It's called fundraising for a reason!

Here are some entertaining ways to energize your team and raise money to make a big impact:

- **Personalize your fundraising webpage.** Include information about GBFB, why you've chosen to support GBFB and the impact each donation will have.
- **Contribute Yourself:** Be the first to contribute to your team!
- **Set a 100% participation goal for your group or organization:** Ask each individual to participate however they can. Don't forget to provide updates on your team's fundraising successes.
- **Raffle:** Conduct a raffle at your office with various prizes – for example, a prime parking spot or a chance to have lunch with your company's executive team. Sell tickets for \$5 or \$10 a ticket!
- **Lose the Latte:** Encourage co-workers, friends and family to forego their morning coffee and donate the money to your campaign instead.
- **Cooking Competition:** Host a potluck competition! Charge team members \$10 to try all the dishes and vote on the winner.
- **Game Night:** Host a game night with your colleagues, family and friends. Charge participants a \$5 entrance fee and donate the proceeds in honor of the winner.

Fundraising should be fun – so get creative and enjoy.

Feel free to contact us for more fundraising ideas!