

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

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!