



Hunger Free Holidays



GBFB.org

ONLINE FUNDRAISING TOOLKIT



**For more information,
contact:**

Dannielle Pinson
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A MESSAGE FROM GBFB'S PRESIDENT & CEO

Dear Friends,

When we think of the holidays, we often think of family gatherings around the dinner table. This year, the holidays will look much different for everyone, but it will be even more difficult for those struggling with hunger. And many families will be experiencing food insecurity during the holiday season for the first time.

During what can be one of the toughest times of the year, The Greater Boston Food Bank's (GBFB's) Hunger Free Holidays campaign helps provide a healthy holiday meal to families struggling with hunger.

There are many ways you can make a difference in the life of someone in need. You can visit GBFB.org/HFH and start a Hunger Free Holidays fundraising team with your friends, family, or coworkers. You can also donate now to have an immediate impact on the lives of our neighbors in need.

Thank you for your generous support of our mission during this holiday season and throughout the entire year. Together, we can end hunger here.

Sincerely,

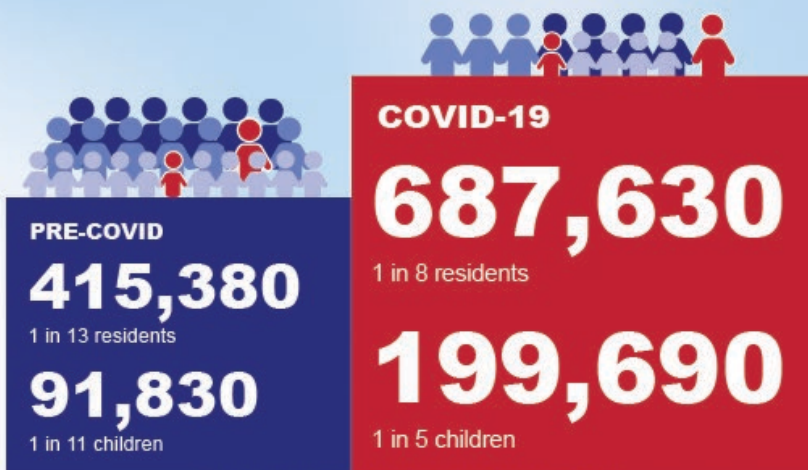


Catherine D'Amato
President & CEO
The Greater Boston Food Bank

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Food Insecure Neighbors in Eastern Massachusetts



Source: Feeding America, The Impact of the Coronavirus on Local Food Insecurity, October 2020.

Cost of a Meal

MASSACHUSETTS
ranks as the most expensive state in the country:

EASTERN MASSACHUSETTS
GBFB's service area has the highest food costs in the state:



Source: Gunderson, C., Dewey, A., Engelhardt, E., Strayer, M., & Lapinski, L. (2020). Map the Meal Gap 2020: A Report on County and Congressional District Food Insecurity and County Food Cost in the United States in 2018. Produced by Feeding America.



Nationally the price of groceries grew 2.6% in April 2020, the biggest increase from one month to the next since 1974.

Source: Bureau of Labor Statistics, Consumer Price Index for All Urban Consumers (CPI-U): U.S. city average, by expenditure category, April 2020, 1-month analysis table

Meeting the Rising Demand for Food

During the COVID-19 pandemic, The Greater Boston Food Bank (GBFB) has doubled its efforts and remain undeterred in its ability to provide healthy food to those who need it.

Food distribution increased 65% from March to September, the largest seven-month total in the 40-year history of GBFB. Distribution during those 7 months was approximately equal to the total amount distributed in all of FY2019.

Source: The Greater Boston Food Bank.

41.2M



MAR-SEPT 2019

68.1
Million
Pounds
of Food

MAR-SEPT 2020





Make the holidays
hunger free for our
neighbors in need.

PLAN YOUR FUNDRAISER



Create your fundraising page

Personalize your page by adding a photo, a message about why you support Hunger Free Holidays, and why hunger relief matters to you.



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 as well, plus you can 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. Don't forget to thank your donors for their support.

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

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FUNDRAISING IDEAS

Here are some ideas for fun ways to virtually fundraise and engage your family, friends, and network:

- ☐ Host a lunch and learn on Zoom with your colleagues as an employee engagement experience so they can learn more about Hunger Free Holidays and how their donation helps.
- ☐ Ask for donations in lieu of holiday gifts.
- ☐ Host a virtual race or 5K and have people pledge to donate towards the miles you complete.
- ☐ Ask your company to match your fundraiser to drive donations; learn more about matching gifts at GBFB.org/MatchingGifts.
- ☐ Host a 50/50 raffle with fun prizes and donate ticket sales.
- ☐ Friendsgiving: host a virtual Friendsgiving dinner with friends. Ask attendees to donate a holiday meal (\$25) to a family in need.
- ☐ Host a virtual game night, like Bingo, and donate the entry fee collected to GBFB.



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SOCIAL MEDIA GUIDE

Talking Points

- This holiday season, The Greater Boston Food Bank (GBFB) plans to distribute 20 million healthy meals across Eastern Massachusetts.
- A \$25 donation helps provide a healthy holiday meal to a family in need.
- One in 8 people in Eastern Massachusetts will experience food insecurity this year, including 1 in 5 children.
- In 2019, GBFB distributed over 18 million pounds of food - the equivalent of 15 million meals - through support from the Hunger Free Holidays Campaign.

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 Hunger Free Holidays** - 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.

Continued ...



Make the holidays
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SOCIAL MEDIA GUIDE (CONT...)

Sample Social Media Posts

- Handles & Campaign Hashtags
 - GBFB is on the following channels:
  
 - @Gr8BosFoodBank
 - #HungerFreeHolidays
 - #EndHungerHere
- Join me as I help @Gr8BosFoodBank provide 20 million healthy meals to those in need this holiday season. <insert your fundraiser URL> #HungerFreeHolidays
- Give the gift of a healthy holiday meal for just \$25. Donate to @Gr8BosFoodBank's #HungerFreeHolidays today: <insert your fundraiser URL>
- When you give \$25 to @Gr8BosFoodBank's Hunger Free Holidays campaign, a family in need enjoys a healthy holiday meal. Donate today: <insert your fundraiser URL> #HungerFreeHolidays
- **Included separately from this kit are some sample graphics you can use to accompany your Hunger Free Holiday posts.**

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SAMPLE FUNDRAISING EMAIL (CORPORATE)

SUBJECT LINE SUGGESTIONS:

- Support The Greater Boston Food Bank today!
- Help provide holiday meals to those in need
- You can help make Hunger Free Holidays here!

Dear [NAME],

This holiday season, The Greater Boston Food Bank (GBFB) will distribute more than 20 million healthy meals to those in need across Eastern Massachusetts. You can help by supporting Hunger Free Holidays to raise funds to provide healthy holiday meals to families facing hunger. [COMPANY] has joined the effort and we need your support!

As the COVID-19 pandemic has taken a devastating toll on our health, the economy and on food insecurity, your support will help to provide food for a record number of families in Eastern Massachusetts that will be hungry at the holidays. You can contribute today by visiting GBFB.org/Holidays. Every \$25 donation will provide a complete holiday meal for a family in need, allowing them to enjoy this tradition and making the holiday season brighter.

Together we can end hunger here.

Thank you for your generous support!

Sincerely,
[SIGNATURE]

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SAMPLE FUNDRAISING EMAIL (PERSONAL)

SUBJECT LINE SUGGESTIONS

- Help me provide 20 million holiday meals this season
- Donate to my #HungerFreeHolidays fundraiser today
- Join my team and support GBFB's Hunger Free Holidays campaign

Hello [NAME]!

This holiday season, The Greater Boston Food Bank (GBFB) will distribute 20 million healthy, holiday meals to families in need across Eastern Massachusetts. I am raising money on behalf of GBFB's Hunger Free Holidays! I would love your support by donating or signing up to join my fundraising team! \$25 provides a complete holiday meal for a family in need.

I am supporting GBFB because ending hunger is a cause that is very important to me. This year, as the COVID-19 pandemic has taken a devastating toll on our health, the economy and on food insecurity, a record number of families in Eastern Massachusetts will be hungry at the holidays. The holidays are such a special time of year and supporting Hunger Free Holidays will ensure that members of our community have a happy, hunger free holiday season!

Let's work together to help GBFB reach their 20 million meal goal today. You can donate now or sign up to join my fundraising team and help to raise additional funds.

Together we can end hunger here.

Happy Holidays!
[NAME]

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Hunger Free Holidays



GBFB.org

KEY DATES

October 13, 2020

HUNGER FREE HOLIDAYS
CAMPAIGN LAUNCH

November 19, 2020

CHAIN OF GIVING

December 1, 2020

GIVING TUESDAY

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