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ONLINE FUNDRAISING TOOLKIT

NOW THROUGH SEPTEMBER,
YOUR GIFT DOUBLES!



To learn more, contact:

Lisa Davis
Senior Manager, Development
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A message from our Innovative Development Council



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 past four years, the Innovative Development Council (IDC) has held an annual fundraiser to support GBFB's School-based Pantry Program. This year, in partnership with MathWorks, the leading developer of mathematical computing software for engineers and scientists, we aim to support ALL of GBFB's summer children and family hunger relief initiatives, including the School-based Pantry Program, childhood hunger, college hunger, and our Family Meal Box Program.

We are thrilled to invite you to participate in **Growing Healthy Futures: Sponsored by MathWorks!** Between July 1 and September 30, 2021, **MathWorks will generously match all gifts, dollar-for-dollar, up to \$1,000,000 to multiply our impact!** Our collective efforts will sustain and bolster GBFB's network of 600 dedicated food distribution partners and allow communities most impacted by the pandemic to re-emerge stronger.

In addition to raising the necessary funding to meet the critical demand, **Growing Healthy Futures** also builds awareness around childhood, student, and family hunger across Eastern Massachusetts.

By supporting this campaign with an individual gift or through a peer-to-peer fundraiser, you will help nourish children and families with healthy meals throughout the summer months.

Please join us at **[GBFB.org/GHF](https://www.gbfb.org/GHF)**.

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

Together with our sponsor, MathWorks, your support of Growing Healthy Futures will boost several of GBFB's programs and initiatives that prioritize children, students, and families, including:



CHILDHOOD HUNGER



In the past year, our partner agencies have reported seeing a more than 130% increase in the number of children served. Our 600+ distribution partners across Eastern MA support children and families with ongoing local distributions of accessible, healthy food.

COLLEGE HUNGER



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. GBFB co-leads the Massachusetts Hunger Free Campus Coalition (HFCC), which is working to leverage and expand existing resources and services to improve food access for low-income college students.

SCHOOL-BASED PANTRIES



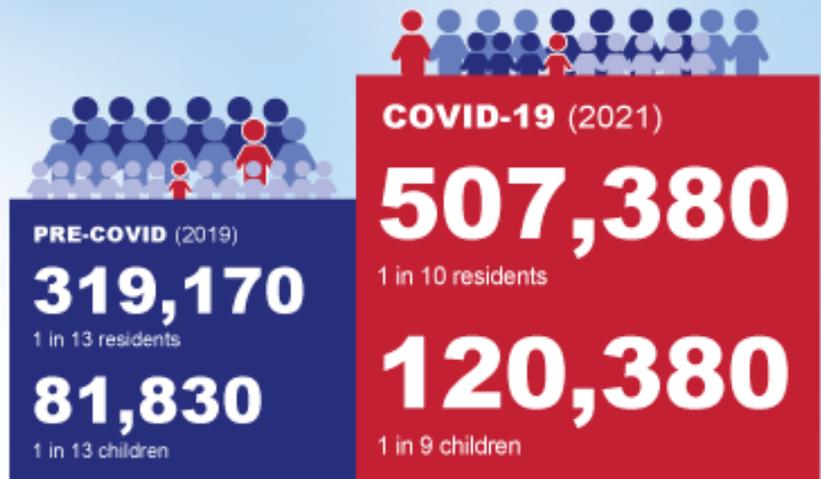
GBFB currently operates eight School-based Pantry Programs (SBP). Since many of the families frequenting SBPs have children who participate in free and reduced-priced meal programs, they're a critical resource during the summer months when school breakfast and lunch are unavailable.

FAMILY MEAL BOXES



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. Each box contains enough shelf-stable healthy food for approximately 26 meals..

Food Insecure Neighbors in Eastern Massachusetts



Source: Feeding America, The Impact of the Coronavirus on Local Food Insecurity in 2020 and 2021. March 2021

Cost of a Meal

MASSACHUSETTS ranks as the second most expensive state in the country:



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



Source: Gustafson, C., Harris, M., Devney, A., Engelhart, C., Singer, M., Demko, S., & Sauerhoff, T. (2021). The Impact of the Coronavirus on Local Food Insecurity in 2020 & 2021. Produced by Feeding America.

“I find that food prices have skyrocketed recently and that was one factor that led my family to go to a food pantry.”

– Mother and food pantry client, Boston

Meeting the Rising Demand for Food

Due to the impact of the COVID-19 crisis, GBFB experienced the largest one-year distribution in its 40-year history, the equivalent of 94 million meals and climbing.

MEALS PROVIDED

Source: The Greater Boston Food Bank

60 Million

MAR 2019 - FEB 2020

94 Million

MAR 2020 - FEB 2021

121.5 Million as of May 2021





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GBFB.org/GHF

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PLAN YOUR FUNDRAISER

Click here to create your fundraiser at:
[GBFB.org/futures](https://gbfb.org/futures)



Create your fundraising page

Create an individual fundraising page which tracks your donations or create a fundraising team. With a fundraising team, each team member makes a personal page, and the funds raised will roll into the fundraising team total. This option is best if you have multiple people/departments participating and/or want to create a competition.



Personalize it

Personalize your page by adding a photo, a message about why hunger relief matters to you, and why you support Growing Healthy Futures.



Make the first donation

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



Share your fundraiser

Reach out to your 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 supporters for their donations.

Next, share your fundraiser with your network- 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 Growing Healthy Futures and how their donation helps.
- 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](https://www.gbfb.org/MatchingGifts).
- Host a 50/50 raffle** with fun prizes and donate ticket sales.
- Host a virtual movie night:** Pick a movie and use a streaming service with a sharing option such as “Netflix Party,” “Hulu Watch Party,” or “Amazon Prime Video Watch Party.” Ask attendees to donate \$25 which provides 50 healthy meals to children and families 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

- Growing Healthy Futures: Sponsored by MathWorks will benefit all of GBFB's summer children and family hunger relief initiatives, ensuring students have access to enough food during the summer months.
- Feeding America projects that food insecurity will remain 30% above pre-COVID levels in Eastern MA for the remainder of 2021, so that one in 10 people are expected to experience food insecurity this year.
- One in nine children are projected to experience food insecurity this year.
- Growing Healthy Futures lead campaign sponsor, MathWorks, will match all gifts—dollar-for-dollar—up to \$1M!
- Your support of Growing Healthy Futures: Sponsored by MathWorks will have an immediate impact in improving the lives of families across our communities during the challenging summer months.

Social Media Tips

- **Third time's the charm.**
 - The average person needs to be asked three times before they give, so don't hesitate to ask more than once.
 - On Facebook, 2-3 posts a week is effective without overwhelming your followers.
 - On Twitter, 4-5 posts a day keeps your fundraiser in your followers' feeds.
- **Ask. Thank. Repeat.**
 - Don't make every post an "ask" post. Balance asks with sharing information on food insecurity and thanking your donors.
 - Do include a link to your fundraising page, just in case a non-ask post inspires someone to give.

Continued ...



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SOCIAL MEDIA GUIDE (CONT...)

Sample Social Media Posts

- Handles & Campaign Hashtags
 - GBFB is on the following channels:
   
 - @Gr8BosFoodBank
 - #EndHungerHere
- Join me in supporting GBFB's Growing Healthy Futures campaign. Donate or start a fundraiser today & @MathWorks will match all gifts, dollar-for-dollar, up to 1M DOLLARS to multiply our impact! Learn more at GBFB.org/GHF
- When you support @gr8bosfoodbank's 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: Sponsored by @MathWorks will benefit all @gr8bosfoodbank's summer children & family hunger relief initiatives. Give today at GBFB.org/GHF
- **Included separately from this kit are some sample graphics you can use to accompany your Growing Healthy Futures posts.**



GROWING HEALTHY FUTURES



GBFB.org/GHF

SAMPLE FUNDRAISING EMAIL (CORPORATE)

SUBJECT LINE SUGGESTIONS:

- Support The Greater Boston Food Bank Today!
- Join us in Growing Healthy Futures—let's double our impact!

Dear [NAME],

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In addition to raising the necessary funding to meet the critical demand, **Growing Healthy Futures** builds awareness around childhood, student, and family hunger issues across Eastern Massachusetts.

By supporting this campaign, you will help nourish children and families with healthy meals throughout the summer. You can join me in participating in this important initiative by donating to our company's fundraiser today: <insert your fundraiser URL>.

Together we can end hunger here.

Thank you for your generous support!

Sincerely,
[SIGNATURE]

To learn more, contact:

Lisa Davis

Senior Manager, Development

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GROWING HEALTHY FUTURES



GBFB.org/GHF

SAMPLE FUNDRAISING EMAIL (PERSONAL)

SUBJECT LINE SUGGESTIONS

- Let's fuel growing minds...Donate to my #GrowingHealthyFutures Fundraiser Today
- Join My Team and Support GBFB's Growing Healthy Futures Campaign

Hello [NAME]!

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.

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Thank you,
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