

# Peer-to-Peer Campaign Toolkit

Thank you for joining The Greater Boston Food Bank's (GBFB) campaign! This toolkit contains all that you need to host a successful fundraiser.

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**For more information about our  
Peer-to-Peer Campaigns, contact:**

food\_drive@gbfb.org  
617-427-5200



# Plan Your Fundraiser

You can help provide healthy, nutritious food to communities in need.

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[GBFB.org/Food-and-Fund-Drive](https://www.gbfb.org/Food-and-Fund-Drive)

**THE GREATER BOSTON FOOD BANK**  
Feeding Eastern Massachusetts



## Create

Assemble your colleagues, friends, and/or family to form a fundraising team and register your team online



## Personalize

Personalize your fundraising webpage by including a picture and stating why you are raising money for The Greater Boston Food Bank to connect people with your cause.



## Share

Share your campaign with your network by sending a personalized email or through your social media channels. Be sure to tag @Gr8BosFoodBank and #EndHungerHere or #[insertcampaignname]



## DOUBLE YOUR IMPACT!

Check to see if your company will match your donations!



# Fundraising Ideas

Together, we can help create a hunger free Eastern Massachusetts.

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**Here are some ideas for fun ways to raise funds or come up with your own way to get your team and community involved!**

- Host an event and donate all or a portion of the proceeds.
- Ask for donations in lieu of holiday gifts.
- Keep a change jar on your desk or counter and have others donate spare change.
- Host a denim day at your school or office.
- Host a 50/50 raffle with fun prizes and donate ticket sales.
- Lose the Latte: ask your friends and colleagues to skip their morning coffee for a day or one week and donate to your campaign instead.
- Provide a link to [GBFB.org/Donate](http://GBFB.org/Donate) from your corporate intranet driving your team members directly to our donation page.



# Sample Talking Points and Social Media Posts

Join us to  
#EndHungerHere

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## Talking Points

- 1 in 10 people across Eastern Massachusetts is food insecure. 1 in 9 are children.
- Every \$1 you donate today helps us to provide 2 healthy meals to neighbors in need.

## Social Media Posts

- GBFB is on the following channels:



- @Gr8BosFoodBank
- #EndHungerHere
- Join me to help @Gr8BosFoodBank provide healthy meals to those in need #EndHungerHere <insert fundraiser URL>!
- \$50 can provide 100 healthy meals to families in need. Donate to @Gr8BosFoodBank# EndHungerHere <insert your fundraiser URL>!
- Join me as I help @gr8bosfoodbank provide healthy meals to those in need! Donate now or start a fundraising team today! #EndHungerHere
- Post a video to your social channel and share why you're supporting The Greater Boston Food Bank! We'll even share your video on our social channels!

# Sample Fundraising Email (Corporate)

## **SUBJECT LINE SUGGESTIONS:**

- Support The Greater Boston Food Bank Today!
- Help provide healthy meals to those in need.
- You can help end hunger here!

## **SUBJECT EMAIL:**

Dear [NAME],

Thanks to generous friends and partners, last year The Greater Boston Food Bank (GBFB) distributed the equivalent of nearly 82 million healthy meals. You can help support the mission this year by donating to provide healthy meals to families facing hunger. [COMPANY] has joined the effort and we need your support!

Your support will help to provide healthy food to hungry people in 190 cities and towns across Eastern Massachusetts. You can contribute today by visiting [GBFB.org/donate](http://GBFB.org/donate). Every \$1 donation can help provide 2 healthy meals to someone in need.

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 Support The Greater Boston Food Bank Today!
- Donate to my #[entercampaignname] Fundraiser Today!
- Join My Team and Support GBFB's [insert campaign name] Campaign!

## **SUBJECT EMAIL:**

Hello [NAME]!

I am raising money on behalf of The Greater Boston Food Bank (GBFB)'s [insert campaign name]! I would love your support by donating or signing up to join my fundraising team! A \$20 donation provides 40 healthy meals to our community.

I am supporting GBFB because ending hunger is a cause that is very important to me. Your support will help to provide healthy food to hungry people in 190 cities and towns across Eastern Massachusetts. Let's work together to help GBFB end hunger here. You can donate now or sign up to join my fundraising team and help to raise additional funds.

Thank you,  
[NAME]

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# Together, we can help end hunger here.

Join our team and let's help provide healthy,  
nutritious food to communities in need.

Join us.

WHEN:

DONATE ONLINE:

CONTACT:



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