

Hunger Free Holidays



GBFB.org/HFH

Online Fundraising Toolkit

Presented by



With support from



**For more information,
contact:**

Ashley Kouyoumjian
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617.598.5062





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. Sadly, due to the worst inflation we have seen in over 40 years, thousands of our neighbors will be experiencing food insecurity during the holiday season and might not be able to celebrate by sharing a meal together.

The Greater Boston Food Bank (GBFB) is here to help. Our Hunger Free Holidays campaign will help GBFB provide over \$3 million worth of support this holiday season. In addition to providing healthy food such as turkeys, produce and holiday fixings like cranberry sauce and pies for the holidays, GBFB will also provide \$750,000 worth of grocery cards to families struggling with hunger as well as financial support to all of our community partners to help them keep up with inflation and maintain operations during this busy season.

You can help us help others by visiting [GBFB.org/HFH](https://www.gbfb.org/HFH) and starting 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

To learn more, contact:

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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. You can find instructions for setting up your page [here](#).



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—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 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 Friendsgiving dinner with friends. Ask attendees to donate a holiday meal (\$30) to a family in need.
- ☐ Host a game night, like Bingo, and donate the entry fee collected to GBFB.

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About GBFB & Hunger Free Holidays

General Talking Points

- Amid historic inflation, as many as 1 in 3 adults in Massachusetts experienced food insecurity last year according to a [GBFB study](#).
- The holidays are a time for celebration with family and friends, but this year too many families are struggling to provide for their basic needs because of the lingering economic impact of the COVID-19 crisis coupled with the worst inflation we have seen in over 40 years.
- The Greater Boston Food Bank (GBFB) is providing more than just food this holiday season with plans to invest over \$3 million into our Eastern Massachusetts service area through holiday food, grocery cards, and funding.
- A \$30 donation will provide a complete holiday meal for a family in need this year. Each meal includes a turkey or other poultry/protein, a variety of fresh produce like green beans and squash, stuffing, potatoes, and cranberry sauce.
- This holiday season, The Greater Boston Food Bank (GBFB) plans to distribute 22 million healthy meals across Eastern Massachusetts.

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Social Media Guide

Social Media Tips

- **Be our social media ambassador and share the gift of community.** Help spread the word about the Hunger Free Holidays campaign. Follow us on social media and use this season of giving to like and share our posts.
- **Use our Hunger Free Holiday GIFs on your story.** Add some creative flair to your Instagram or Facebook story with our GBFB Hunger Free Holidays GIFs. When adding a GIF to a story, just type “GBFB” into the search bar wherever GIPHY is supported and choose your favorite design to decorate your post.
- **Share with your followers why you chose to support Hunger Free Holidays.** Tag us—you may even see it shared on GBFB’s social media channels!
- **State how close you are to your goal.** The closer you are, the more likely people will give.
- **Always include a link to your fundraising page** just in case a non-ask post inspires someone to give.
- **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.

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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 22 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 \$30. Donate to @Gr8BosFoodBank's #HungerFreeHolidays today:
<insert your fundraiser URL>
 - When you give \$30 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 Holidays 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 this a Hunger Free Holiday season!

Dear <INSERT RECIPIENT NAME>,

This holiday season, The Greater Boston Food Bank (GBFB) will distribute more than 22 million healthy meals to those in need across Eastern Massachusetts. You can help GBFB help others by supporting Hunger Free Holidays to raise funds to provide healthy holiday meals and grocery cards to families facing hunger. <INSERT COMPANY NAME> has joined the effort and we need your support!

Sadly, due to the worst inflation we have seen in over 40 years, thousands of our neighbors will be experiencing food insecurity during the holiday season and might not be able to celebrate by sharing a meal together. Your support will help to provide food for a record number of families across Eastern Massachusetts that will be hungry during the holidays.

You can join our team and contribute today by visiting <INSERT COMPANY PAGE LINK>. Every \$30 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,

<INSERT YOUR SIGNATURE>



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Sample Fundraising Email (Personal)

Subject line suggestions

- Help GBFB provide 22 million holiday meals this season
- Donate to my #HungerFreeHolidays fundraiser today
- Join my team and support GBFB's Hunger Free Holidays campaign

Hello <INSERT RECIPIENT NAME>!

This holiday season, The Greater Boston Food Bank (GBFB) will distribute 22 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! Only \$30 can provide 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. Due to the worst inflation we have seen in over 40 years, thousands of our neighbors will be experiencing food insecurity during the holiday season and might not be able to celebrate by sharing a meal together. 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 22 million meal goal today. **You can donate now or sign up to join my fundraising team <INSERT YOUR FUNDRAISING TEAM PAGE LINK> and help to raise additional funds.**

Together we can end hunger here. Happy Holidays!

<INSERT YOUR NAME>

Hunger Free Holidays



[GBFB.org/HFH](https://gbfb.org/HFH)

Key Dates

November 1, 2022

Hunger Free Holidays
Campaign Launch

November 10, 2022

Chain of Giving

November 29, 2022

Giving Tuesday



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