



GBFB.org

Spring for Meals

Fresh food for our neighbors in need

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Online Fundraising Toolkit

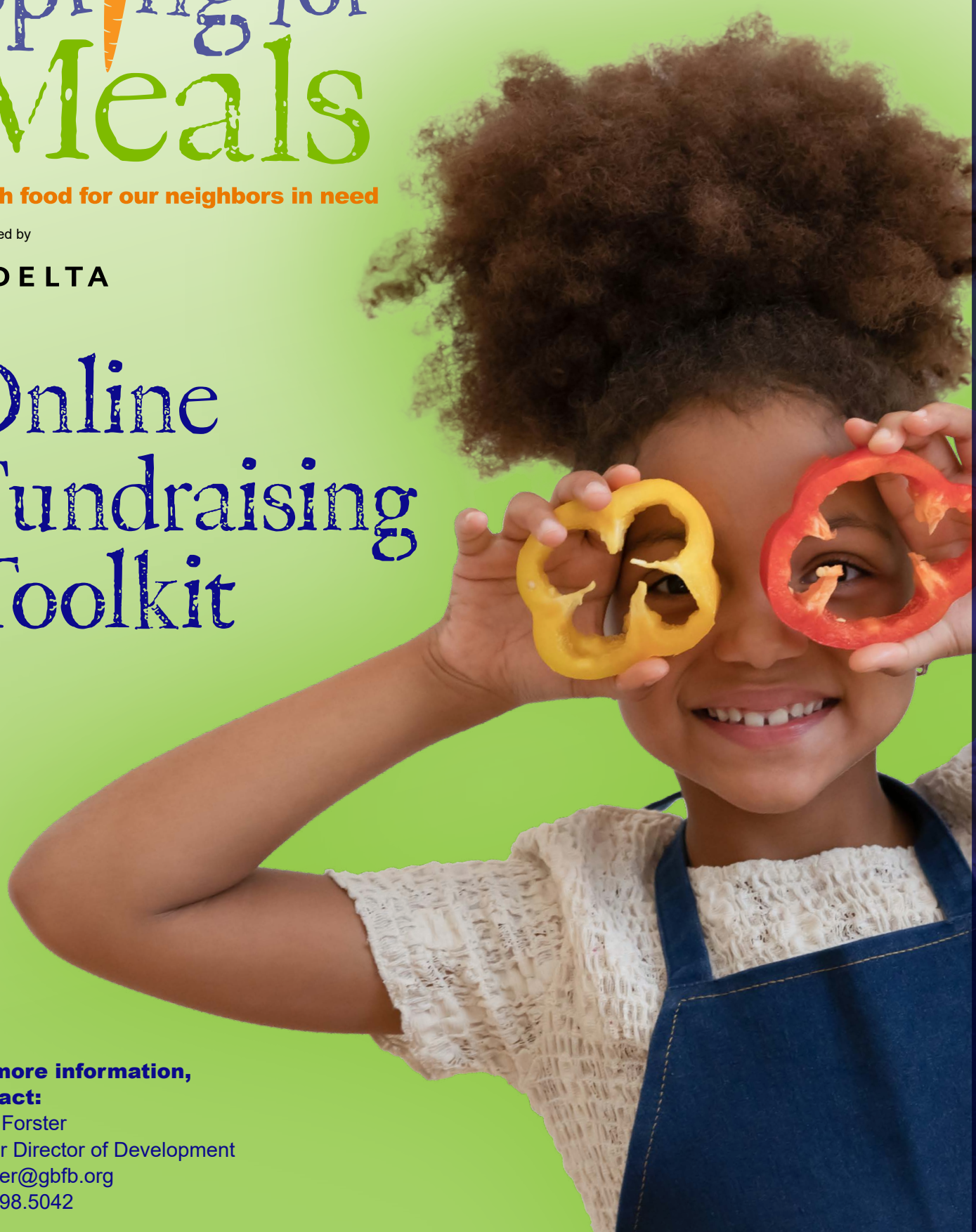
**For more information,
contact:**

Drew Forster

Senior Director of Development

dforster@gbfb.org

617.598.5042





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A Message From GBFB's President & CEO

Dear Friends,

Food is Health. Access to nutrient-rich foods, such as fresh fruits and vegetables, is an important part of maintaining a healthy, active life. Sadly, for many of our neighbors, regular access to fresh produce has become an unattainable goal due to the lingering impact of the pandemic and the worst inflation we have seen in over 40 years making everything more expensive, especially food.

The Greater Boston Food Bank (GBFB) is here to help. We remain committed to the belief that access to healthy food is a human right regardless of an individual's circumstances. Our Spring for Meals campaign will help GBFB provide more fresh produce to those who need it most.

Help us help others by visiting [GBFB.org/SpringForMeals](https://www.gbfb.org/SpringForMeals) and start a Spring for Meals fundraising team with your friends, family, or coworkers. You can also donate now to have an immediate positive impact on the lives and health of our neighbors in need.

Thank you for your generous support of our mission this spring 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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Plan Your Fundraiser



Create your fundraising page

Personalize your page by adding a photo, a message about why you support Spring for Meals, 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 with your colleagues as an employee engagement experience so they can learn more about Spring for Meals and how their donation helps. GBFB has speakers available for virtual Lunch-and-Learns!
- ☐ 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](https://gbfb.org/MatchingGifts).
- ☐ Host a 50/50 raffle with fun prizes and donate ticket sales.
- ☐ Host a game night (like Bingo!) and donate the entry fee collected to GBFB.

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About GBFB & Spring for Meals

General Talking Points

- Spring for Meals helps GBFB help others keep up with the rapidly increasing cost of living and support our goal of making nutritious fresh fruits and vegetables available to everyone in need across Eastern Massachusetts.
- Fresh produce is often too expensive for our clients to purchase, but it is the food they need most to stay healthy.
- Amid historic inflation, GBFB's latest study estimated that 1 in 3 adults in Massachusetts were food insecure in 2021.
- The same study additionally found that 40% of adults with children in the home were food insecure
- Many of our food pantry partners continue to serve more families, due to the high cost of housing, utilities, and food in our region of the country.
 - Inflation is contributing to the dramatic increase in the cost of fruits and vegetables in Massachusetts. In 2021, GBFB experienced an overall 20% increase in average food pricing compared to 2020. Food costs continue to go up in 2023.
 - Massachusetts is at the end of the food supply chain as much of the food that we eat is not grown here. This contributes to the high cost of fruits and vegetables.
- Spring for Meals coincides with National Nutrition Month and Registered Dietitian Nutritionist Day on March 8th. GBFB has a long-standing commitment to nutrition with two full-time registered dietitians on staff, as well as a pediatrician who serves as GBFB's Health and Research Advisor while working as the Director of Nutrition at MassGeneral Hospital for Children in Boston.

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Social Media Guide

Social Media Tips

- **Be our social media ambassador.** Help spread the word about the Spring for Meals campaign! Follow us on social media and like and share our posts.
- **Use our Spring for Meals GIFs on your story.** Add some creative flair to your Instagram or Facebook story with our GBFB Spring for Meals 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 Spring for Meals.** 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
- #SpringForMeals
- #EndHungerHere
- Join me as I help @Gr8BosFoodBank provide fresh fruit and vegetables to our Eastern Massachusetts neighbors in need this spring. <insert your fundraiser URL> #SpringForMeals
- Unleash the power of produce and Spring for Meals today! Donate to @Gr8BosFoodBank's #SpringForMeals campaign to provide fresh produce to our neighbors in need: <insert your fundraiser URL>
- **Included separately from this kit are some sample graphics you can use to accompany your Spring for Meals posts.**



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Sample Fundraising Email (Corporate)

Subject line suggestions

- Support The Greater Boston Food Bank today!
- Help provide fresh fruits and vegetables to those in need
- Help unleash the power of produce and Spring for Meals!

Dear <INSERT RECIPIENT NAME>,

This spring, The Greater Boston Food Bank (GBFB) is focused on distributing fresh fruits and vegetables to those in need across Eastern Massachusetts. You can help GBFB help others by supporting the Spring for Meals campaign to raise funds to provide fresh produce to families facing hunger.

<INSERT COMPANY NAME> has joined the effort and we need you to join us with your support!

Fresh produce is often too expensive for our clients to purchase, but it is the food they need most to stay healthy. And sadly, due to the worst inflation we have seen in over 40 years, thousands of our neighbors are experiencing food insecurity. Your support will help to provide fresh food for a record number of families across Eastern Massachusetts.

You can join our team and contribute today by visiting <INSERT COMPANY PAGE LINK>.

94% of every donation to GBFB goes directly to hunger-relief efforts for individuals and families in need, allowing them to enjoy fresh produce—a critical staple to overall nutrition and health.

Together we can end hunger here.

Thank you for your generous support!

Sincerely,

<INSERT YOUR SIGNATURE>



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▲ DELTA

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Sample Fundraising Email (Personal)

Subject line suggestions

- Help GBFB unleash the power of produce this spring
- Donate to my #SpringForMeals fundraiser today
- Join my team and support GBFB's Spring for Meals campaign

Hello <INSERT RECIPIENT NAME>!

This spring, The Greater Boston Food Bank (GBFB) is focused on distributing fresh fruits and vegetables to families in need across Eastern Massachusetts. I am raising money on behalf of GBFB's Spring for Meals campaign and would love your support by donating or signing up to join my fundraising team!

I am supporting GBFB because ending hunger is a cause that is very important to me. Fresh produce is often too expensive for some people to purchase, but it is the food they need most to stay healthy. And sadly, due to the worst inflation we have seen in over 40 years, thousands of our neighbors are experiencing food insecurity. Supporting Spring for Meals will ensure that members of our community have access to fresh fruits and vegetables—a critical staple to overall nutrition and health.!

Let's work together to help GBFB help others. You can donate now or sign up to join my fundraising team <INSERT YOUR FUNDRAISING TEAM PAGE LINK> and help to raise additional funds.

Let's unleash the power of produce! Together, we can end hunger here.

<INSERT YOUR NAME>



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Key Dates

March 1, 2023

Spring for Meals
Campaign Launch

March 2023

National Nutrition Month

March 8, 2023

National Registered
Dietician Nutritionist Day

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