



GROWING HEALTHY FUTURES



GBFB.org/GHF

Online Fundraising Toolkit

**For more information,
contact:**

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GROWING HEALTHY FUTURES



[GBFB.org/GHF](https://www.gbfb.org/GHF)

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.

Growing Healthy Futures supports ALL of our relief initiatives to help children and families at this critical time. These include Mobile Markets for students, and programs that address childhood hunger, college hunger, and provide Family Meal Boxes.

We are thrilled to invite you to participate in **Growing Healthy Futures**. Our collective efforts will sustain and bolster the GBFB network and impact communities that have felt the effects of inflation and the reduction of SNAP benefits to the extreme

This campaign raised \$2.8 million the last two years and the need remains persistently elevated. **Growing Healthy Futures** will help close the gap and also build awareness around important childhood, student, and family hunger issues in Eastern Massachusetts.

By supporting this campaign with a gift or hosting an easy-to-execute virtual peer to peer fundraiser, you will help nourish children and families with healthy meals throughout the summer.

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

Thank you,
The Innovative Development Council
of 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 Growing Healthy Futures, 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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SOCIAL MEDIA GUIDE

General Talking Points

- Growing Healthy Futures will benefit GBFB's summer children and family hunger relief initiatives, ensuring students have access to enough food during the summer months.
- According to a recent state-wide study conducted by GBFB, as many as 1 in 3 people—approximately 1.8 million—in Massachusetts (32%) experienced food insecurity at some point in 2022.
 - The same study found that over 1 in 3 children in Massachusetts (36%) experienced food insecurity in 2022.
 - Child food insecurity in 2022 was even more prevalent when a child lived in a household with an adult that identifies as LGBTQ+ (57%), Hispanic (53%) or Black (42%).
 - Respondents continue to point to the high cost of living as a main driver to persistent elevated food insecurity rates and revealed the impossible tradeoffs they are making between buying food and other expenses and the heartbreaking coping mechanisms to get by.
- Your support of Growing Healthy Futures will have an immediate impact in improving the lives of families across our communities during the challenging summer months.
- Persistently high inflation over the past two years has resulted in many more families turning to food pantries for help. Many pantries are serving more households now than they did at any point during the COVID crisis due to the high price of food and in some cases because the increased COVID era SNAP benefits have ended.

Childhood Hunger Talking Points

- In FY 2022 GBFB food pantry partners reported serving more than double the number of children served in FY 2019 (before the pandemic). This trend has continued in FY 2023 and is likely getting worse due to inflation.
- Families are having to make financial choices that are limiting access to summer programs that children might normally attend. Many summer programs helped to close the summer meal gap, so without these programs more pressure is put on families to find affordable childcare options.

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SOCIAL MEDIA GUIDE

Childhood Hunger Talking Points (cont.)

- Beginning in June, families will feel the full impact of reduced SNAP benefits (Due to pandemic increased allotments ending in March, and state supplemental funding ending in June).
 - More than 51% of SNAP participants in Massachusetts are in families with children.
 - GBFB food pantry partners are already reporting a spike in the number of people coming to them for emergency food, many of these people attribute their need to the decrease in SNAP benefits.

College Hunger Talking Points

- An astounding 37% of public university students in Massachusetts experience food insecurity.
- This percentage is even higher among students who identify as Black (52%), Hispanic (47%), and students who are parents (53%).
- Even with these surprising percentages of food insecure students, only 20% of food insecure college students utilize SNAP benefits.
- Hunger strongly impacts a student's ability to learn and take advantage of professional and learning opportunities.
- GBFB co-leads the *Massachusetts Hunger Free Campus Coalition*, which provides guidance and funding for 2 and 4-year public colleges and not-for-profit institutions of higher education that serve a significant proportion of low-income students to help alleviate hunger and food insecurity on campus.

Mobile Markets for Students and Families Talking Points

- In FY22, GBFB distributed a total of over 1.8 million pounds of food at mobile markets that serve families, equating to over 1.5 million healthy meals.
- Many of these households have children who participate in free and reduced meal programs at their schools, and these families rely on Mobile Markets to help them make ends meet—especially during the summer months when school breakfast and lunch are unavailable.
- The average number of individuals reached per month through GBFB's Mobile Markets serving families is 13,694.

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Quotes from Respondents from GBFB's 2023 Statewide Study:

- “Feeding a growing child and two adults in this economy is tough. Inflation is at an all-time high, and we only get \$250 a month [SNAP]. One trip to the grocery store is \$120.”
—LGBTQ+ woman, Hampden County before the decrease in SNAP benefits
- “I worry my child isn’t getting enough food or enough healthy food. As a growing person nutrition is so important.”
—Mother from Norfolk County
- “It’s very difficult to have to limit my children on extra food”
—Mother from Essex County, utilizing SNAP and food pantry
- “It would be a weight off my shoulders to know I could continue to feed my kids without money out of my pocket that I need to spend on things like rent and bills. As a single mother without any financial support SNAP [increase] helps a great deal.”
—White woman, Middlesex County, employed part time, utilizing SNAP before decrease in benefits

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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 Growing Healthy Futures**—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.

Sample Social Media Posts

- Handles & Campaign Hashtags
 - GBFB is on the following channels:
 - 
 - 
 - 
 - @Gr8BosFoodBank
 - #EndHungerHere
- Join me in supporting the @gr8bosfoodbank Growing Healthy Futures campaign. Donate or start a fundraiser today & help provide healthy meals to beat #summerhunger for kids! Learn more at GBFB.org/GHF
- Summer is a particularly difficult time for families facing hunger as children & students are without school meals. Growing Healthy Futures will benefit all the @gr8bosfoodbank initiatives to feed children & families this summer and beyond. 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.**

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SAMPLE FUNDRAISING EMAIL (CORPORATE)

Dear [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. That's why [insert company name] is helping to grow healthy futures.

Our 2022 summer fundraising campaign, **Growing Healthy Futures** will benefit all of our initiatives to relieve child and family hunger, ensuring students have access to enough food during the summer months. Our collective efforts will sustain and bolster the GBFB network and impact communities that have felt the effects of inflation and the reduction of SNAP benefits to the extreme.

By supporting this campaign with a gift or hosting an easy-to-execute virtual peer to peer fundraiser, you will help nourish children and families with healthy meals throughout the summer. In addition to raising the necessary funding to meet the critical demand, **Growing Healthy Futures** will build awareness around important childhood, student, and family hunger issues in the Greater Boston area.

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:

- Making a gift to support my fundraiser at [URL to personal P2P page].
- Establishing your own [peer to peer fundraiser](#) and encouraging your families, friends, colleagues, and other members of your network to support children and families.
- Sponsoring the [Growing Healthy Futures](#) campaign.
- Your participation in **Growing Healthy Futures** will have an immediate impact in improving the lives of families across Eastern Massachusetts during the challenging summer months. I am grateful for your commitment to helping me grow healthy futures and end hunger here!

Thank you,
[Name]

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SAMPLE FUNDRAISING EMAIL (PERSONAL)

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Thank you,
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