



Hunger Free Holidays



GBFB.org/HFH

Presented By



STOP&SHOP®

Online Fundraising Toolkit

**For more information,
contact:**

Jinky Aleman-Roche
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A Message From GBFB's President & CEO

Dear Friends,

As the holiday season draws near, it's a time when many of us eagerly anticipate gathering around our tables to savor special meals and cherished traditions. Yet, we cannot ignore the stark reality that many of our neighbors face this year. Rising costs have left far too many residents in Eastern Massachusetts struggling to put food on their table.

During these challenging times, GBFB and our food distribution partners have become an even more vital lifeline for our community. This past year, the number of individuals served by a GBFB partner increased by nearly 12% compared to the previous year. These concerning numbers demonstrate the urgent need that persists in our community.

Our commitment to feeding our neighbors is at the heart of what we do, but we can't do it alone. **How can you help?** Please support our Hunger Free Holidays campaign from November 1st to December 31st.

A \$35 gift this holiday season, will help us to provide an entire holiday meal for our neighbors in need across Eastern Massachusetts, including turkey, fresh produce, and beloved holiday staples such as green beans, squash, stuffing, potatoes, and cranberry sauce. And thanks to Stop & Shop, all gifts will be matched dollar for dollar up to the first \$350,000 received!

Please visit GBFB.org/HFH and consider starting a Hunger Free Holidays fundraising team or you can make a donation that will directly benefit our neighbors in need.

Thank you for standing with us to ensure that no one goes hungry during this holiday season and throughout the year.



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 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 (\$35) 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

Talking Points

- GBFB is Feeding Eastern Massachusetts this holiday season. Throughout the year too many residents are finding it difficult to put food on the table, but especially during the holiday season, everyone deserves a healthy holiday meal. The Greater Boston Food Bank is here to help.
- The Greater Boston Food Bank is conducting its annual Hunger Free Holidays campaign from November 1st to December 31st — Sponsored by Stop & Shop, Hunger Free Holidays is a fundraising effort that provides healthy holiday meals to those in need throughout Eastern Massachusetts.
- A \$35 donation will provide a complete holiday meal for a family in need. Each meal will include a turkey or other poultry/protein, and a variety of fresh produce like green beans and squash, stuffing, potatoes, and cranberry sauce.
- **Massachusetts is expensive.** The increase in the cost of food at the grocery store continues to outpace overall inflation over the past two years which makes it even more difficult for people to access the healthy food they need to thrive.
 - GBFB is not immune to these price increases. The food bank purchases 76% of the food we distribute. We are able to take advantage of volume discounts due to our purchasing power, but our food costs continue to surge.
 - For example, GBFB's cost to provide a family a complete holiday meal has increased from \$25 just two years ago to \$35 this year.
- GBFB estimates 1 in 3 adults in Massachusetts experienced food insecurity last year according to our most recent statewide study, with nearly 70% of food insecure adults living in Eastern MA (1.2 million adults).
- The demand for food has been alarming. In 2023, the number of individuals served by the average GBFB food pantry partner increased by nearly 12% compared to 2022.
- Visit our website to read [Stories of Hope](#) from neighbors who have been helped by the kindness of supporters like you.



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Social Media Guide

Sample Social Media Posts

- Handles & Campaign Hashtags
GBFB is on the following channels:



- @Gr8BosFoodBank
 - #HungerFreeHolidays
 - #EndHungerHere
-
- This holiday, let's spread nourishment to those in need. Please support the Hunger Free Holidays campaign by GBFB, and together, we can feed our neighbors in need this holiday season. Donate now at GBFB.org/HFH. #EndHungerHere #HungerFreeHolidays
-
- As we celebrate the season, let's remember our neighbors who need healthy meals. Support GBFB's Hunger Free Holidays campaign. Let's make sure that no one goes hungry this holiday season. Visit GBFB.org/HFH to make a difference. #EndHungerHere #HungerFreeHolidays
-
- Every meal shared is a moment of joy. Help us create more of these moments for our neighbors in need. Contribute to GBFB's Hunger Free Holidays campaign at GBFB.org/HFH. Together, we can provide a healthy, holiday meal for our neighbors in need! #EndHungerHere #HungerFreeHolidays
-
- This holiday season, GBFB needs your support for their Hunger Free Holidays campaign. Together, we can feed our neighbors across Eastern Massachusetts. Your contribution matters. Donate today at GBFB.org/HFH. #EndHungerHere #HungerFreeHolidays



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Social Media Guide (cont...)

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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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, we invite you to join us in supporting The Greater Boston Food Bank (GBFB) to make a meaningful difference across Eastern Massachusetts. We are collaborating with <INSERT COMPANY NAME> in our Hunger Free Holidays campaign, aimed at raising funds to provide healthy holiday meals for families facing hunger.

Unfortunately, many families will experience food insecurity during the holidays, potentially missing out on the joy of sharing a meal together. Your support will help to provide healthy meals for those in need across Eastern Massachusetts during these challenging economic times.

You can contribute to our cause by visiting our dedicated company page at <INSERT COMPANY PAGE LINK>. A \$35 donation will provide an entire holiday meal, and thanks to a generous donation from Stop & Shop, your gift will be matched dollar-for-dollar (up to the first \$350,000 received), **DOUBLING** your impact and helping to feed more families in need this holiday season.

Together, we can put an end to hunger in our community.

Your generous support is greatly appreciated.

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

Dear <INSERT RECIPIENT NAME>,

This holiday season, The Greater Boston Food Bank (GBFB) is dedicated to providing healthy, festive meals to families in need across Eastern Massachusetts. I'm actively raising funds for GBFB's Hunger Free Holidays initiative, and I'd greatly appreciate your support through a donation or joining my fundraising team. Just \$35 can provide a complete holiday meal for a family in need. And thanks to a generous donation from Stop & Shop, all gifts will be matched dolla-for-dolla (up to the first \$350,000 received), **DOUBLING** your impact and helping to feed more families in need this holiday season.

I'm passionate about supporting GBFB because ending hunger is a cause that deeply resonates with me. With the current inflation crisis—the worst in over 40 years—thousands of our neighbors are facing food insecurity during the holidays and may not have the chance to share a meal together. Let's make sure everyone in our community enjoys a happy, hunger-free holiday season.

Together, we can help GBFB in its mission. You can donate right now or sign up to be part of my fundraising team at [Your Fundraising Team Page Link] and contribute to raising additional funds.

Let's unite to end hunger in our community. Happy Holidays!

Warm regards,

<INSERT YOUR NAME>



Hunger Free Holidays



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Key Dates

November 1, 2023

Hunger Free Holidays
Campaign Launch

November 9, 2023

Chain of Giving

November 28, 2023

Giving Tuesday



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