Fundraising Manual

Get the Most Out of Your Event
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>FIRST STEPS</td>
<td>1</td>
</tr>
<tr>
<td>CREATING A FUNDRAISING COMMITTEE</td>
<td>1</td>
</tr>
<tr>
<td>RECEIVING DONATIONS AND SPONSORSHIP FUNDS</td>
<td>2</td>
</tr>
<tr>
<td>FUNDRAISING TIPS</td>
<td>2</td>
</tr>
<tr>
<td>HANDS ON INVOLVEMENT</td>
<td>3</td>
</tr>
<tr>
<td>STRATEGY</td>
<td>3</td>
</tr>
<tr>
<td>POTENTIAL FUNDERS</td>
<td>4</td>
</tr>
<tr>
<td>PRESENTATIONS</td>
<td>4</td>
</tr>
<tr>
<td>FUNDRAISING IDEAS</td>
<td>4-7</td>
</tr>
<tr>
<td>CLASSY.ORG PLATFORM GUIDE</td>
<td>8-9</td>
</tr>
<tr>
<td>YOUR OWN TEXT-TO-GIVE CAMPAIGN</td>
<td>10</td>
</tr>
<tr>
<td>EMAIL TEMPLATE</td>
<td>11</td>
</tr>
<tr>
<td>FUNDRAISING SCRIPT</td>
<td>12</td>
</tr>
<tr>
<td>SPONSOR “THANK YOU”</td>
<td>12</td>
</tr>
<tr>
<td>DONATION “THANK YOU” SAMPLE</td>
<td>13</td>
</tr>
</tbody>
</table>
“No act of kindness, no matter how small, is ever wasted.”
~Aesop

Congratulations! You are going to host a meal packaging event with The Outreach Program! This manual will make it easy for you to plan and execute a successful and exciting event!

First Steps!

When discussing the details of an event, you must establish three things before any planning or fundraising can begin.

• **when**
• **where**
• **how many meals are to be packaged.**

Once this is recognized, additional steps of the planning process may begin. Remember that creativity is paramount to success and flexibility is a close second.

Creating a Fundraising Committee

• Determine how donations will be handled.
• Select a fundraising chair to track fundraising efforts and ensure businesses/groups are not contacted by multiple people.
• Map out dates, funding goals, and divide up fundraising targets (those to be contacted) between fundraising volunteers.
• Select a fundraising treasurer.
• Donations/Sponsorships should be reported to and recorded by the treasurer. Payments may be handled by check (made payable to The Outreach Program) and, if need be, may also be submitted by using PayPal via our website (www.outreachprogram.org).
• Select a fundraising secretary to be responsible for thank you notes to donors. (See attached “Thank You” sample at the end of manual.)
• List your fundraising target contacts (those groups or individuals whom you intend to invite to volunteer or donate).
• Develop your script, letter, and/or email copy (See script/templates at end of manual.)
Receiving Donations and Sponsorship Funds:

Be clear about how you’d prefer a potential donor to give their donation. Once collected, donations should be recorded by the secretary or treasurer and “Thank You” notes should promptly be sent in to the donor. The Outreach Program will send a donation receipt as funds are deposited into our account. The Outreach Program staff will keep a record of how much your group has raised. If you elect to work with our partner fundraising platform, Classy.org (see pg. 7) “Thank You” notes and records will be included in the site’s functions.

Fundraising Tips:

When approaching a potential sponsor, first ask yourself, “What’s in it for them?” If you can answer that question, and show them how sponsoring your event will give positive exposure to their business, you’ll be more successful. If they aren’t interested in sponsorship, offer them the opportunity to donate on a smaller scale. It helps to get potential donors excited when you break down the impact of smaller scale donations. Here are some guidelines...

Each nutritious meal only costs 30 cents.

A donation of $10 = 33 meals, $25 = 80 meals

For $65 a donor can purchase one box, providing 216 meals.
Hands on Involvement:

People are excited to have the ability not only to donate, but to participate. Most donor opportunities only present the chance to contribute financially. People crave the chance to “work with their hands”. This is what makes a packaging event so impactful.

Strategy:

Each organization may garner interest in donations and sponsorships by sending out information to prospective contributors; advertising in local newspapers and/or social media; and phone call solicitations. However, the most effective fundraising approach is face to face communication!
**Potential Funders:**

This list provides a lot of great options for targeting sponsorships and donor groups. Remember: it’s not just “an event” being sponsored, their money is actually going to purchase the ingredients for the food - no one gives us those ingredients.

- Churches
  - The Ministerial Alliance is a great way to present to several church representatives at once. Be sure to ask if you can make a presentation at their local church or board meeting.

- Businesses

- Individuals
  - Friends, family, faculty

- Community Organizations
  - City Council/City Commission
  - Rotary Clubs
  - Kiwanis
  - Knights of Columbus
  - Lions Club

- School Districts
  - Spotlight your event by sending flyers home with school children

**Presentations:**

Many groups have time allotted in their meetings for presentations so please ask. Some will let you ask for funds, but some will not; that’s okay - you’re using a powerful platform to raise awareness and spread your message. Be sure to bring flyers and handouts. Many of the attendees are community leaders and are more than happy to distribute materials for you.

**Fundraising Ideas:**

Here are some great ideas that have proven effective in the past…
Adults:

Utilize social media: we are excited to offer a fundraising platform through Classy.org (see pg 8 for instructions). Other forms are: newspapers, TV, and radio for project announcements.

Matching: Ask your employer about matching your charitable donation.

Ask business owners to place a “Donation Box” in their establishment to collect donations. This could also extend to your church, class, club, office or any organization you’re involved with.

Keep the change. Pay in cash and watch the change build up. Ask each participant to keep a personal piggy-bank specifically for the fundraiser.

Ask friends, family, classmates, and coworkers to sponsor you for this event. A $25.00 donation will make 80 meals at 30 cents / meal.

Coin boxes. Put a coin box in the common area of your home, church, or business. Suggest a donation equal to the cost of a fast food meal or movie ticket. A $10 donation makes 33 meals at 30 cents / meal.
Casual dress day. Advertise the event by posting flyers on bulletin boards or by sending out emails to colleagues. On casual day, ask the manager to collect funds from all who dressed down.

Service auction. Everything from a haircut (by a stylist), walking dogs, photography sessions, or piano lessons.

Garage Sales. Take up a collection of “other peoples’ treasures” and hold a community garage sale.

Publicize your event throughout your community. Print flyers to hand out to prospective participants and donors.

Benefit Dinners. You can work with someone locally to have a meal catered or the meal can be prepared by volunteers. Ask for free-will donations or set a minimum donation for a delicious meal.

50/50 raffle. Purchase a roll of raffle tickets and sell them to your coworkers for a donated fee. When a ticket is purchased, rip off one end and give it to the donor. Make sure you have their name and contact information on the other half and place it in a container. When it comes time to draw the winner, simply draw a ticket from the bucket and announce the winner. The winner will receive half of the amount collected from the ticket sales and the other half will be donated to your packaging event. [Check state raffle laws.]
Hunger banquet. Upon arrival, guests will be randomly assigned to dine in sections representing different segments of the world’s population. Speakers can give a presentation on world hunger statistics and how your event is having a positive impact on the world.

- Guests assigned to the upper 15%, served a three course steak dinner.
- Guests assigned to the middle 25%, served moderate dinner of hamburger helper.
- Guests assigned to lower 60%, served bread and water.
- Visit (https://www.oxfamamerica.org/take-action/events/hunger-banquet/) for more information on this type of event and its fundraising benefits.

**Kids/Family**

Service Project: Present The Outreach Program event as a service project to your school. An opportunity for all ages to raise money for your cause.

Fill Mini M&M tubes with quarters. A tube will hold $14.00. At $0.30 / meal, $14.00 provides 45 meals.

Find Sponsors: Ask friends, family, classmates, and coworkers to sponsor you for this event. A $25.00 donation will make 80 meals at $0.30 / meal.

Bake, or craft sales. You’d be amazed what a $50 grocery contribution investment will return when selling homemade cookies, brownies, bars.

Odd jobs for kids: mowing, cleaning, dog-walking, babysitting (for older kids). Concerts, plays, poetry readings.
We're so excited to offer this fundraising tool through our partnership with Classy!

Classy is a fundraising platform all ready to go and all your donations/ “thank you” notes/ and receipts would be taken care of with one click.

What are the steps?

1. Go to: [https://www.classy.org/campaign/events-campaign/c147694]

2. Click

3. For first set up, click
4. Follow the steps to create your fundraising page, specific to your organization and event.

5. You’ll then be directed to create a classy.org account from which you can manage and view your campaign.

6. If you wish to create teams or let people join, just have them go through steps 1-2 and pick either

If you have questions along this process, please feel free to contact The Outreach Program and we’d be happy to assist.
Your Own Text-to-Give Campaign

Here’s what we need from you:
• Name of the Event
• # of meals you want to package
• Amount of $ you want to raise
• Location of Event
• Time of Event
• Date of Event
• Contact information

All of the money raised goes to your event!
You will receive the contact information of all your donors!
They will automatically be sent a thank you letter and receipt!

Contact us for more detail!
Email Template

Dear Friend,

There is a special event I'm participating in with my [church, school, company, etc.] that I want you to know about. [Event host] is partnering with The Outreach Program, [event date, day, time] at [location/address]. The goal of the event is to package [number of meals] to send to [recipients of food].

This event is the perfect venue for you to bring your family and friends to join me in an unforgettable experience. An Outreach Program event is a festive, hands-on opportunity to roll up your sleeves and feed the hungry. The meals are packaged, sealed, and distributed to the food insecure locally and internationally. Participants are deeply changed by spending just a few hours to help feed hungry and starving people.

Funds are needed to pay for the product and shipping expenses. If you can provide financial assistance, please mail donations made payable to The Outreach Program to [name and address of person handling donations for your organization]. Online donations may be made at www.outreachprogram.org by clicking on the “donate” link. All donations are tax deductible.

The Outreach Program is a non-profit 501(c)(3) based in Des Moines, Iowa, whose mission is to provide safe water, food, medical care and education to children and those in need at home and abroad.

Please join me by attending or donating to this important humanitarian event. I can provide additional information about our goal or how you can participate.

Thank you!

Warm Regards,

[Your name and organization]
Fundraising Script:

Hello, my name is [your name]. There’s an exciting event that [your group] is promoting and participating in, I think you’ll like to know about. On [event date], we are taking part in a meal packaging event. We’ll be packaging [meal goal #] that will be sent to hungry people in [meal destination]. We are raising money and recruiting volunteers to help package the meals. We have several sponsorship opportunities that will give you great exposure to your target market, and will help people in the process. May I share these sponsorship opportunities with you?

Note: Remember to be prepared to answer the question, “what’s in it for the sponsor?” If you have an idea of the sponsor’s target audience, you will be able to better explain the benefits.

Sponsorship “Thank You” Sample:

Thank you for agreeing to sponsor the [group name]/Outreach meal packaging event to be held [location/date/time].

According to an article in The Lancet, a peer-reviewed medical journal, “The overall finding is that 3.1 million children younger than 5 years [worldwide] die every year from under-nutrition; that is a staggering 45% of total child deaths in 2011.” (Horton, 2013). That’s around one death every ten seconds. The Outreach Program’s mission is to reduce that number and raise awareness about hunger issues among communities and the people who live there. Your sponsorship will not only feed hungry people, it will help those packaging the meals do something constructive to fight hunger and build relationships among those participating. We hope you will consider joining us at our event [date/time/location].

The sponsorship package you purchased is [details of their donation].

To learn more about The Outreach Program, please visit their website at (www.outreachprogram.org). If you have any further questions about The Outreach Program, please contact me [insert your name and contact] or The Outreach Program office at 614-486-2550.

Thank you again for helping us feed people at home and abroad!

Warm Regards,

[your name]
Donation “Thank You” Sample:

Dear [insert name],

Thank you for your donation to the [group name]/Outreach event to be held [location/date/time].

According to an article in The Lancet, a peer-reviewed medical journal, “The overall finding is that 3.1 million children younger than 5 years [worldwide] die every year from under-nutrition; that is a staggering 45% of total child deaths in 2011.” (Horton, 2013). That’s around one death every ten seconds. The Outreach Program’s mission is to reduce that number and raise awareness about hunger issues among communities and the people who live there. Your donation will not only help feed hungry people, it will help those packing the meals do something constructive to help fight hunger and build relationships among those participating. We hope you will consider joining us at our event [date/time/location].

The sponsorship package you purchase is [details of their donation].

To learn more about The Outreach Program, please visit their website at (www.outreachprogram.org). If you have any further questions about The Outreach Program, please contact me [insert your name and contact] or The Outreach Program office at 641-486-2550.

Thank you again for helping us feed people at home and abroad!

Warm Regards,

[your name]