



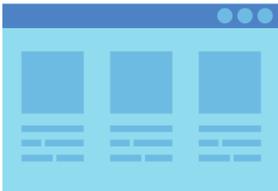
## HOW TO BECOME A FOOD ON FOOT FUNDRAISER (AND CRUSH YOUR GOAL!)

Becoming a Food on Foot fundraiser is a great way to help our homeless neighbors and the Work for Food (jobs & housing) program participants during the COVID-19 crisis.

Even if you can't personally make a big donation, by mobilizing your friends and family, you can help Food on Foot reach more people, raise more money, and make a bigger impact.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and know that your effort will make a big difference! THANK YOU!

### STEP 1: SET UP YOUR FUNDRAISING PAGE:



The first step is an easy one: create your fundraising page. Food on Foot has already made a page with text and picture you can use out-of-the-box, but you are free to personalize it with your own photos, videos and reasons why you're a Food on Foot supporter.

To create your page, click on the "Fundraiser" button on the Food on Foot fundraising page here: <https://give.classy.org/start-a-food-on-foot-fundraiser>

### STEP 2: GET THE BALL ROLLING WITH YOUR OWN DONATION



Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will encourage others to get involved with your fundraiser.

Once you create your page (Step 1), simply click on the donate button within your page and make your donation.

## STEP 3: OUTLINE YOUR AUDIENCE



Your network is bigger than you might think.

Even if you're not a "social butterfly", odds are, you have dozens, if not hundreds of contacts, who might be willing to help. You also never know which of your acquaintances have a personal connection to Food on Foot or homelessness in general.

Here are a few network groups to reach out to:

### **Your Inner Circle**

These are your close friends and family. These are people you know would be happy to hear from you and support YOUR cause.

### **Your Social Network**

These are people you know beyond your inner circle. Your broader social network will be much larger than your inner circle.

You can reach these people through email and social media.

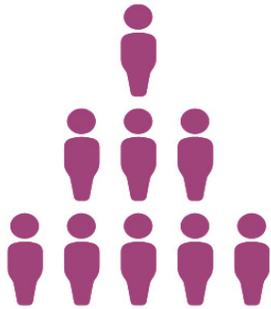
One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

### **Other Groups**

The third tier of connections is with groups or organizations that you belong to. Are you on a recreational sports team or do you attend a religious service regularly? When you reach out to these groups you can reference what you all have in common before asking for a donation.

Other groups can also include co-workers, neighbors, and former classmates.

## STEP 4: ASK FOR DONATIONS



Many people are afraid to ask others for help, but research shows that people are more willing to lend a hand than you might expect.

Remember that it's not a selfish ask—you're trying to help a good cause. The worst they can do is say "no."

### EMAIL

Start your fundraising campaign by approaching the people closest to you first. These are the people who are most likely to donate. By asking them to give first, you can start moving the bar on your fundraising page before you appeal to your entire social network.

#### Your Template Email

We've set up a COVID-19 template email that you can simply copy and paste out of the box.

To find this email template, first log into your fundraising page. Then, click on the "Manage" button towards the top of your screen. Click on the "email" tab, and then select "ask for donations."

You are more than welcome to edit this email or use as-is. It's your choice!

The bottom of this email template includes a link directing your contacts back to your fundraising page. If you'd like to include the link in other sections of your email, simply copy / paste the entire URL of your fundraising page.

### SOCIAL MEDIA



Posting to your social media profiles is an important step to reaching as many people as possible. After you've reached out to your inner circle and are ready to open your campaign up to everybody, announce that you're fundraising by posting links to your campaign page. While most people use social media regularly, they don't all check the same platforms. This is why you should post to Twitter, Facebook, Instagram, LinkedIn and any other networks you have.

A social media appeal won't be as long and detailed as an email, but you can start by simply telling people about your campaign.

## TEMPLATE SOCIAL MEDIA POSTS

Here are a few short and sweet social media post you can copy / paste and use on any platform:

### Social Media Post 1:

*Please join me in supporting our homeless neighbors devastated by COVID-19. The Los Angeles non-profit @foodonfootla is raising funds to serve needed meals and keep those affected by job layoffs stay safe and housed. I've started my own fundraiser with the goal of raising **XXX**. Please help by donating to my campaign here > **(ADD URL TO YOUR FUNDRAISING PAGE)***

### Social Media Post 2:

*Join me in keeping the newly housed in LA from falling back into homelessness because of COVID 19 business closures. I'm running my own fundraiser for @foodonfootla, and need your help to reach my goal. Please donate \$10 or more **HERE**> **(ADD URL TO YOUR FUNDRAISING PAGE)***

### Social Media Post 3:

*I'm raising funds for a charity I love, and need your help. \$20 today will provide 4 nutritious meals to our homeless neighbors in LA. Please join me by making a gift to @foodonfootla. Click here to give > **(ADD URL TO YOUR FUNDRAISING PAGE)***

## Tips For Social Media Posts

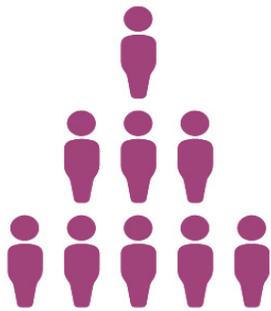
- Posts with images tend to get more engagement, so include a screenshot or favorite picture from the organization
- Include the link to your fundraising page
- Ask people to share and retweet
- Use related hashtags to make your post searchable

Social media moves so fast that a single post can easily get lost or ignored. This is why you should post multiple times to each platform. To keep your appeal fresh, you can change up each post with slightly different information. You can reference how much progress you've made toward your goal or include details about why the cause matters to you.

### Here are some guidelines for how often to post:

- Twitter: Once or twice per day
- Facebook: At least once every two or three days
- LinkedIn: Twice per week
- Instagram: Twice per week

## STEP 5: RE-ENGAGE YOUR AUDIENCE



### REENGAGE WITH EMAIL

Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

### CONTINUE THANKING AND UPDATING SOCIAL MEDIA

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

## STEP 6: CELEBRATE!



Reaching the end of your fundraising campaign is like crossing the finish line of a marathon. Even if you didn't hit your overall fundraising goal, you've done more for your cause than you would have if you'd just sent a one-time donation. You've surpassed the amount you could have donated on your own, and you've helped spread the word about an important cause.

### THANK YOUR SUPPORTERS

Whether it's through social media, email, a phone call, or in-person, anyone who donated to your fundraising campaign will be happy to hear from you. When the campaign is over, email your donors to update them on the final results. Showing them how their gift contributed to a larger purpose will strengthen the connection to your cause. Add a link to Food on Foot's website or blog so they can learn more on their own.

### KEEP IN TOUCH FOR NEXT TIME

Now that your campaign is over, you can pat yourself on the back. By taking the time to reach out to your friends and family, you've not only raised money for our homeless neighbors and Work for Food (jobs & housing) program participants and graduates, but you have also helped the people around you connect with Food on Foot.

To see how the money you raised makes a difference, follow Food on Foot on social media and monthly e-newsletters.

This way, you'll continue to see the impact your work made possible. You can even update your donors with new success stories over time.

Now that you're a seasoned fundraiser, consider lending your talents to Food on Foot's next campaign.