



# HUNGRY TO DO GOOD FUNDRAISING TOOLKIT

*I have found that among its other benefits, giving liberates the soul of the giver.*

*-Maya Angelou*

# HOW TO BECOME A ROOTS FOR LIFE ALLY

You are much more than a fundraiser! You are taking this path to become a **Roots for Life Ally**. Your efforts will improve the health of our neighbors and community. As you fundraise use this as an opportunity to raise the awareness of food insecurity.

If this is your first time raising money for a cause you care about; we want you to know that sharing your passion is actually easy. Many people are nervous about the idea of fundraising; some are downright intimidated by the thought of asking others for money. So how do you begin?

Stepping into your fear and discomfort is where the most learning and growth will happen. Share statistics and why you care about hunger and food insecurity. Tell people why it's important to have a healthy diet and healthy lifestyle. Next, think about how much you would like to raise. This fundraising goal should stretch you, but not paralyze you. Set a goal that you aren't quite sure how you will achieve, but doesn't feel so enormous that it feels impossible. Trust me, this is an opportunity to amaze yourself!

The more funds you raise for Roots for Life, the more lives we can change. And remember, the more people you ask, even if they say no, the more people know about our mission.

Thanks for taking this first step! Successful fundraisers have two things in common: good planning and wide participation. You can plan your activity in three easy steps:

1. Choose Your Fundraiser
  - a. Pick an event or virtual fundraiser
2. Set a Fundraising Goal
3. Share Your Story: Facebook, Twitter, Instagram, or other social media

# CHOOSE YOUR FUNDRAISER

Here are some ideas to spark involvement and **FUN!**

**Put More F-U-N in Fundraising!** If you're having a great time, everyone is going to have a great time too! Here are some event ideas that are easy and fun. Choose one and remember...**HAVE FUN!**

As you begin to plan,

**Ponder this... "What do I hope to accomplish through this event?"**

- Increase awareness of food insecurity
- Collect donations to help families in my community
- Create greater understanding of Roots for Life

***IDEAS, IDEAS, IDEAS.....***

**EMPTY BOWL, EMPTY PLATE**



Have an awareness event where local potters donate bowls/plates and have local restaurants or community groups provide soup/bread/dessert. Use this event to highlight the awareness of hunger and nutrition in our local community. Guests will leave with a takeaway reminding them of the thousands of individuals in our community who may not have a consistent means of a nutritious meal. You can also include a ticket price or silent auction at your event.

### **Dinners**

Host a dinner party at your house and ask for a minimum contribution from the guests. Do a short presentation between courses. Get a restaurant to sponsor or partially sponsor you, and charge a donation at the door for a buffet or fixed menu. Some people like to host these events at farm to table restaurants that align with our mission.

### **Drinks**

A popular and successful way to raise money is to gather people at a restaurant or café, where you charge a donation at the door. Ask if the venue will offer you free drink tickets or a discount at the bar. You can also include a silent auction as part of these events to raise even more money.

### **Concerts**

If you know musicians or other performers (or if you are one), you could create and produce a benefit performance. Or attach yourself to a music event or other performance that is already scheduled. Ask if a band you know would be willing to collect donations at the door or by passing a hat, and allow you to speak on stage in between sets.

### **Cut out hunger**

Ask your hair salon or barber shop if they will donate a percentage of proceeds from all services for a weekend to Roots for Life.

### **Benefit classes**

Ask a local restaurant to sponsor a cooking class and charge a donation at the door. Ask a yoga teacher, dance teacher, boot camp fitness instructor, etc., to create a benefit class that is at a special time, in a special location and perhaps longer than their normal class. Sometimes people gather a group of teachers to teach an exciting class together.

## **Sell stuff/items (at events and online)**

There are a lot of creative ways to sell products. Some that are successful are included here, but use your creativity and share your successes with us!

### **Yard sale**

Helping others in our community is a good excuse to clean out your closets. Have a yard sale. Ask friends and neighbors to donate items, and be sure to advertise that all proceeds will support Roots for Life. If you have kids who want to help out, add a bake sale or lemonade stand. You could even let the buyer decide how much to “donate” for each item. You will be surprised by people’s generosity.

### **Virtual craft show**

If you are an artist or make crafts, you could sell handmade items. Host an Etsy.com event and tell your friends to go to your Etsy store and purchase things where all proceeds will be donated to Roots for Life.

### **Host an auction (silent, live or online)**

Ask for contributions of unique items, a stay at a timeshare, handmade crafts, gift cards to local stores, services such as massages and facials, and create an auction.

There are several ways to auction your items:

- **Live auctions:** You can hold a live auction at your workplace over lunch, or during a big fundraising event, party or concert that you are hosting.

- **Silent auctions:** A silent auction can be held open for as long as you want. For example, you could create a silent auction at your church that is open for bids for a month, or a silent auction that is open only during a party or a concert.

- **Online auctions:** eBay is a good place to create an online silent auction.

Spread the word to your social network via Facebook and email, promoting the start and end dates for the auction, the link to the auction page, and some of the premium items you will be selling. Send an email about one week before to excite people, an email on the day it starts and then another one a day before the auction ends. After the auction, thank all of your purchasers (and people who donated auction items) and tell them how much you were able to raise through their support.

# **DONATIONS AND DRIVES**

# SPICE AND OLIVE OIL DONATIONS



Food is pretty bland without spices. Cooking supplements like oils and spices help turn random ingredients into delicious and wholesome meals. They're the secret weapon of any chef! The amped-up flavor of a bowl of beans with cumin, coriander, and chili powder acts as a good reminder that beans without cumin, coriander, or chili powder tastes kind of bland. In other words, you'll cook better meals, healthy meals at home more often if you own the right spices.

# KITCHEN SUPPLIES DONATION



Take count of current cooking equipment and outline additional supply needs. Consider:

- Doing a kitchen utensils drive at school to receive donated items. Advertise the drive in the school newsletter, at the library and local gym, in the newspaper and on your school marquee.
- Ask local restaurants if they would be willing to donate equipment
- Check out garage sales and thrift stores for gently used items



# VIRTUAL FOOD DRIVE



A customized donation page for your organization can be created in just minutes and can be personalized with logos, goals, and messages for friends and family. Set up your page at: <https://www.mightycause.com/fundraise/goal>

Here are some tips and tricks to make sure that you get the most from your crowdfunding experience:

- You can add an image and/or video to your team page when you are setting up the page, as well as after it is completed, so don't forget to freshen up your page with updates
- Copy the link URL after you create your page and save it to share.
- Use the social buttons for instant sharing over your social networks. Tag us here:
  - **Facebook:** @rootsforlifedc
  - **Instagram:** @rootsforlifedc

# **CONNECTING FOR THE CAUSE**

# #HANGRYABOUTHUNGER

## SOCIAL MEDIA CAMPAIGN

Social networking, websites and emails are great ways to communicate your food/fund drive to your friends, family, clients, neighbors, members of your congregation, and co-workers. Facebook friends to let them know about your event/food drive as well as where to bring/send their donations. Facebook goes a long way to get support for your cause.

Some action points could include:

- In D.C., 14.5 percent of residents (91,540 out of 632,323 individuals) are food insecure.
- Hunger is real in our community, please consider making a donation.
- America is the land of the plenty, but not for many.
- September is Hunger Action Month. Take action: Volunteer or Donate
- September is Hunger Action Month. **Turn Orange!**
- When donations decrease and the need increases. Please consider making a donation
- Hunger doesn't take a vacation or a holiday. Please consider making a donation.
- Your generosity inspires hope.
- Your donation will make a big difference to those families who struggle to put food on the table.
- It only takes a little to give back a lot!
- A meal is transitioning for those who are food secure; a meal is transforming for those that are food insecure.
- Change changes lives. Help feed a family.
- Become a fan of Roots for Life

# SHARE YOUR STORY

**Go for the Gold...** Successful fundraisers have two things in common: **good planning and wide participation.** So, remember, you must publicize your event, because people can't participate in something they don't know about.

## **PLAN YOUR EVENT AROUND UNIQUE OBSERVANCES & NATIONAL HOLIDAYS**

### **January**

- New Year's Day
- Dr. Martin Luther King Jr. Day
- International Quality of Life Month
- National Poverty in America Awareness Month
- National Be On-Purpose Month
- Humanitarian Day: 15
- National Day of Service: 18

### **February**

- National Hot Breakfast Month
- National Nutrition Month

### **March**

- National Nutrition Month
- March 4<sup>th</sup> - Do Something Day

### **April**

- National Public Health Week

### **May**

- National Family Month
- Global Love Day: 1
- Donate A Day's Wages To Charity: 11 (Second Wednesday)
- Eat More Fruits & Vegetables Day: 26 (Thursday of Memorial Day week)

### **June**

- National Fruit and Veggies Month (Also September)
- Stamp Out Hunger
- National Making Life Beautiful Day: 11

### **July**

- Independence Day

## **August**

- What Will Be Your Legacy? Month
- Be Kind To Humankind Week: 25-31

## **September**

- World Humanitarian Day: 19
- All American Breakfast Month
- National Fruit and Veggies Month
- National Organic Harvest Month

## **October**

- Eat Better, Eat Together Month
- Make A Difference Day: 22 (4th Saturday)

## **November**

- National Hunger & Homeless Awareness Week: 12-20 (Begins on 2nd Saturday for 9 days)
- Veteran's Day
- World Kindness Week: 13-19
- Thanksgiving Day
- World Day of Giving: 26

## **December**

- Giving Tuesday: 1 (Always after Cyber Monday)

# THANK YOU!

Roots for Life appreciates your efforts to help our neighbors.

If you have any questions, please email us at [info@roots-for-life.org](mailto:info@roots-for-life.org)