

RUN OUT HUNGER

Our Neighbors' Table
OurNeighborsTable.org



FUNDRAISING TIPS

Your passion for Our Neighbors' Table is a compelling reason for people to contribute to your fundraising efforts. If you can communicate why ONT's mission resonates with you, then folks will know why it's important to donate. Feel free to reach out to Lesley (lesley@ourneighborstable.org) for help with information about ONT or hunger in our community!

Once you have your story down, there are many ways to ask!

- Email
- Social Media
- In person

If you are going to fundraise online, make sure to customize your fundraising page with why you are passionate about ending hunger in our community and ONT!

How to fundraise via Email

- Send an email out to your contacts with the link to your personal donation page.
 - You can send out a group email or individually send to people. Think of your co-workers, neighbors, friends and/or family.
 - Feel free to share your personal experiences with Our Neighbors' Table. Example: *I have seen first hand the relief and joy on a mother's face when she is able to get milk, eggs, fruits and vegetables to feed her children, week after week.*
- Let people know that they can donate with your link, or they can donate via cash or check. Checks can be made out to the "Our Neighbors' Table." You can collect checks, or donors can mail them directly to ONT at PO Box 592, Amesbury, MA 01913. Just make sure they put your name in the memo line so we know to credit the donation to you!
- You can include a link to ONT's website or 2017 Annual Report for anyone interested in learning more about ONT's mission and impact.
- Be sure to follow up, often people have intentions of donating but forget. Share your timeline so they know there is a sense of urgency.
 - *"I've made some great progress towards my goal to raise to raise \$500 for the Our Neighbors' Table by October 21, but I still have \$100 to go. I hope you can help me reach my goal and help provide more meals to our community!"*
- Send individual emails or handwritten notes to your donors in thanks for their support.

How to Fundraise with Social Media

- **Share the link to your fundraising page on your Facebook account.** Write a brief introduction to why you are fundraising, including why ONT's mission resonates with you.
- **When someone donates, thank them by name on Facebook** and link it to their account. You can thank them in a new status, or thank them in the comments of your original status. This provides important recognition to your donor, but also shows others than people are donating and they will want to jump on board.
- **Update your status with your progress to your goal.** People want to help you accomplish your goal and it provides a sense of urgency!
 - Example: *"Thanks to the generous donations of Jim Jones, I am only \$100 away from my goal. Please consider helping me raise money to provide more meals Our Neighbors' Table!"*
 - Example: *"With one week left until race day, I am only \$50 away from my goal of providing over 500 meals to our community!"*
- **Ask close relatives or friends to also share the link to your fundraising page** with their followers. Your spouse might have a different network of friends who would be willing to donate to your efforts to run a half marathon on behalf of ONT.
- Announce that you have reached your goal and say thank you!
- Send individual Facebook messages, emails or handwritten notes to your donors in thanks for their support.

How to ask in person

- Share your passion for the ONT! Explain your goal of raising money for ONT and running the Newburyport Half Marathon and why you are asking for their help.
- Folks can give you cash or make checks out to "Our Neighbors' Table." Cash or checks can be collected and dropped off at ONT. Or donors can
- Leave the person with a copy of the ONT Annual Report if they are interested in learning more about the ONT's mission.
- Mail a thank you note to the individual thanking them for their donation.