



FUNDRAISING TIPS

At City Harvest we know that fundraising for Skip Lunch Fight Hunger is exciting and rewarding, but can also be challenging. In order to make this year a success, we encourage you to work with your team in new and creative ways. We are always looking for innovative methods to engage participants. Let us know how you've customized your fundraising strategy so we can share your ideas with other team captains!

Check out these tips compiled from past team captains and pass them on to your team:

Set a fundraising goal for you and your team. This is the most important part of fundraising. Once you know where you want to be, it is easier to get there! Translate the dollars you'd like to raise into how many pounds of food City Harvest can rescue to provide a more tangible goal (every dollar helps rescue 4 pounds of food).

Use your virtual toolkit. The toolkit located at skiplunch.org is your resource for sample donation letters, donation solicitation letters, and donation thank you letters. While it's always a good idea to personalize your correspondence, these templates will be helpful guides for your fundraising strategy.

Recruit campaign ambassadors. Invite organized, motivated individuals to help you reach your team fundraising goal. Ask them to recruit people from their departments. Tap into colleagues who are enthusiastic about the campaign to help you reach your goal.

Double your donations with matching gifts. Find out if your company or organization has a matching gift program. Hand out the forms that will allow team members to request matching contributions. Use your team recruitment letter to communicate with your colleagues about your company's matching gifts—it will motivate participants to know that their dollars can go farther.

Encourage your cafeteria to run a "Register Round Up." See if your cafeteria would be willing to ask customers to "round up" each transaction to benefit the company's *Skip Lunch Fight Hunger* team (for instance, when a transaction is \$9.54, that customer's total could be rounded up to \$10, with 46 cents donated to the team).

Start a coin collection jar. Leading up to May 11th, collect the change you get back when you buy lunch each day in a jar at your desk. Each quarter you collect helps City Harvest provide one pound of food for someone in need.

Leverage senior management. Ask the President of your company if he/she would be willing to send a companywide email or voicemail stressing the importance of participating in *Skip Lunch Fight Hunger*.

(See reverse for more ideas)



Host a free lunch in your office. Work with Human Resources to throw pizza party for your company or department in honor of *Skip Lunch Fight Hunger*. Request donations from colleagues to take part in the food and fun.

Hold a “Jeans Day”. Work with Human Resources to support and encourage participation in this fun and easy fundraiser. Staff members who donate \$5 or \$10 to your team can wear jeans to the office that day.

Leverage Facebook or Twitter. Solicit support for this great cause through both your personal relationships and your digital network. If you belong to any clubs, places of worship, or other groups, let everyone know about your cause and how they can help! It’s a great idea to tweet about *Skip Lunch Fight Hunger*, or get the word out to your friends via your Facebook status.

Do some advertising. Decorate your office with *Skip Lunch Fight Hunger* posters provided in your team captain kit. Check with Human Resources to see if you can hang them in commons areas such as the cafeteria. You can download the poster in your fundraising toolkit at skiplunch.org or call 917.351.8781 to request more.

Communicate virtually. Inquire to see if you can post information about *Skip Lunch Fight Hunger* on your company’s intranet website, or if the campaign can be featured in your internal newsletter.

Hold a candy jar contest. Display a jar of candy and ask everyone to donate \$1 to guess the number of pieces. Whoever’s guess is most accurate wins the candy. This is a simple way to raise funds in the office by providing an instantaneous prize.

Run a bake sale. Sweeten the collection pot by gathering colleagues to run an in office bake sale. All proceeds will be donated to *Skip Lunch Fight Hunger*.

Create a friendly competition. Ask each department, floor, or division to track their donations. Each “team” can post their progress in a common area. This will raise awareness and motivate teams to keep building on their fundraising!

Create a “match challenge”. See if there is an employee in your office who would be willing to anonymously match the first ten donations given to your team. Matching is a good way to get the momentum going since you are doubling the first few donations.

Provide an incentive. Inquire about the company providing a complimentary lunch to the top fundraiser(s) on your team. It is important to recognize the most enthusiastic *Skip Lunch Fight Hunger* team members.

Set up a fundraising table on May 11th. Ask Human Resources if you can set up a special table at either breakfast or lunch time with rotating volunteers to collect donations from employees in the cafeteria or employee coffee/break room.