



## FUNDRAISING TIPS

We encourage you to use these fundraising tips as a starting point, but feel free to be creative and develop fundraising strategies to best suit your team. Additional tips for corporate teams are on the next page. Found a tactic that works really well for you? Please let us know so we can share with other teams too. You can always email us at [skiplunchfighthunger@cityharvest.org](mailto:skiplunchfighthunger@cityharvest.org).

### Set a fundraising goal.

Setting a goal is the most important part of fundraising — once you know where you want to go, it's 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. Remember, 25 cents helps City Harvest rescue and deliver enough food for one person, for one day.

### Use the tools available on [cityharvest.org/skiplunch](http://cityharvest.org/skiplunch)

Logos, images and facts are available on [cityharvest.org/skiplunch](http://cityharvest.org/skiplunch) to help you educate your friends and colleagues about hunger in our city and encourage them to donate to the campaign.

### Share your story. And your link.

If you're collecting funds online, include a message with a link to your fundraising page on your work (if your office permits it) and personal emails so everyone in your network is aware of your efforts.

**Tip:** customize your link in your Participant Center or **use [bitly.com](https://bitly.com) to shorten it.**

### Add a personal touch.

Add a heartfelt and personal message about your connection to the cause and why you're supporting it. Be specific. You'll connect with your audience more deeply, and they'll be moved to join you in the fight against child hunger, too.

### Run a bake sale.

Sweeten the collection pot by gathering colleagues or friends to run a bake sale with all proceeds donated to *Skip Lunch Fight Hunger*.

### Take advantage of the full week.

Be creative and build momentum throughout the week. Using the provided fact sheets, share a hunger fact, target different groups, or share a daily goal with friends, families, or colleagues!

### Leverage social media.

Enlist support through your digital network. Tweet, share and post, tagging City Harvest and using **#SkipLunchFightHunger**.

### Recruit campaign ambassadors.

Ask organized, motivated team members to help you reach your team's fundraising goal. Tapping friends and colleagues who are enthusiastic about the campaign is a great way to extend your reach and motivate all members of your team.



**#SkipLunchFightHunger**

**Have questions?**

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## FUNDRAISING FOR CORPORATE TEAMS

### Motivate with a friendly competition.

On your team page create sub-teams for different departments, floors, or divisions. Employees can donate to their respective sub-teams throughout the campaign to compete for the top spot. This will raise awareness and motivate everyone to keep fundraising!

### Engage senior management.

Ask a senior member of your company to get involved by sending a company-wide email or other communication. Senior executives can also help create momentum if they offer to match the first donations made or donations up to a certain amount. Some might even provide in-office lunch as an incentive!

### Multiply donations with matching gifts.

Find out if your company or organization has a matching gift program and motivate donors by letting them know that their dollars can go further.

### Host a breakfast, lunch, or happy hour in your office.

Throw a bagel breakfast, pizza party, or happy hour for your company or department in honor of *Skip Lunch Fight Hunger*. Request donations from colleagues to take part in the food and fun.

### Run a "Register Round Up."

Collect donations or "round up" each transaction at the registers in your company's cafeteria. For instance, when a transaction is \$9.54, that total could be rounded up to \$10, with 46 cents donated to the team's efforts.

### Do some advertising.

Decorate your office with the *Skip Lunch Fight Hunger* posters and bags provided in your team captain kit. Hang them in common areas such as the cafeteria or pantry. Hand out stickers when people donate in the office or cafeteria.

### Create a virtual presence.

Post information about *Skip Lunch Fight Hunger* on your company's intranet website, or feature the campaign in your internal e-newsletter. Send updates about your fundraising to keep your team motivated and share how much they have accomplished!

### Create a physical presence.

Set up a table somewhere in the office (like the cafeteria or break room) to collect donations and tell employees about the campaign and child hunger in NYC. Set up iPads or computers to allow colleagues to donate directly to your team page.



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