



## 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 email (if your office permits it) and personal email so everyone in your network is aware of your efforts.

**Tip:** customize your link in your Participant Center or **use bitly.com to shorten it.**

### 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*.

### 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.

### 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, family, and colleagues!

### Leverage social media.

Enlist support through your online network. Tweet, share and post, tagging City Harvest and using **#SkipLunchFightHunger**. Social media links are listed at the bottom of the page at [CityHarvest.org](http://CityHarvest.org).

### Recruit campaign ambassadors.

Ask your most organized and 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 get more team members engaged.



**#SkipLunchFightHunger**

[cityharvest.org/skiplunch](http://cityharvest.org/skiplunch)

**Questions? Email [skiplunchfighthunger@cityharvest.org](mailto:skiplunchfighthunger@cityharvest.org)**



## Fundraising for Corporate Teams

*\*Before you begin fundraising, check your employee handbook for any applicable rules. If you have questions about charitable giving at work, consult your HR rep or your immediate supervisor.*

### **Motivate with a friendly competition.**

On your team page, create sub-teams for different departments, floors, or divisions. Employees can then donate to their respective sub-team throughout the campaign to compete for the top spot. This will raise awareness and drive everyone to keep fundraising... especially if there's a prize (or glory) on the line!

### **Engage senior management.**

Ask a senior member of your company to get involved by having them send a company-wide email or other communication. Senior executives can also help create momentum by matching the first donations made or donations up to a certain amount. Some might even provide a free lunch as an incentive!

### **Multiply donations with matching gifts.**

Find out if your company or organization has an official matching gift program, and motivate donors by showing them how their dollars can go even 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*. It's the perfect way to cap off the campaign week! This can be hosted by the company, or you can request donations from colleagues who'd like to take part in the food and fun.

### **Run a "Register Round Up."**

Collect donations or "round up" each purchase at the cash 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, pantry or at the front desk. Hand out stickers when people donate in the office or cafeteria.

### **Host a potluck.**

Since we don't encourage anyone to literally skip eating lunch, a potluck is a fun way to bring people together for an office-wide meal. Keep it simple or go all-out! Either way, it's a great way for people to show off their culinary skills and bond with colleagues in a casual way.

### **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!



[cityharvest.org/skiplunch](http://cityharvest.org/skiplunch)

[#SkipLunchFightHunger](https://twitter.com/SkipLunchFightHunger)

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### **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 to fight child hunger in NYC. Set up iPads or computers to allow colleagues to donate directly to your team page.

### **Host a fun in-office tournament.**

Get competitive! Suggest a \$15 buy-in for each participant. The winner gets a prize, and all proceeds go to your Skip Lunch campaign. Tournament ideas include: ping-pong, card games like poker, or classic video games. Trivia contests and bingo can also be big hits.

### **Use tried-and-true fundraising ideas.**

Enter a raffle and sell tickets, or guess the number of jelly beans in the jar. The winner gets a gift card to a popular nearby eatery.

### **Hold a service auction.**

Ask your colleagues to donate their talents to be auctioned off to others in the office, like a homemade lunch from an amazing cook or a professional photo session from a budding photographer. Other colleagues can bid on these talents during the auction, with all the proceeds benefiting City Harvest. It's a great way for colleagues to get to know each other and contribute to the spirit of giving.



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