



## Fundraising Tips and Tricks for Treats!



### Step 1: Get the word out.

Print our posters and flyers and hang them around your classroom, office, or building. Share what *Truck or Treat* is all about and let people know that kids will be collecting donations for City Harvest this fall.



### Step 2: Make it a social occasion!

Use social media to spread the word through your digital networks. We've included images in this digital toolkit to make it easy for you! Post across any platform, tag City Harvest, **#truckortreat**, and share!

### Sample post or caption:

Join us and help City Harvest aid the nearly 1.3 million people that face hunger in NYC! [cityharvest.org/truckortreat](https://cityharvest.org/truckortreat) #truckortreat



@City Harvest



@cityharvest



@cityharvestnyc



### Step 3: Collect funds.

Give kids the City Harvest *Truck or Treat* envelope or help them decorate a bill collection box for the classroom or home. Speak with them about how the money they collect will help feed hungry New Yorkers.



### Step 4: Donate collected funds.

Deposit money online or at the bank. Check out the Deposit Instructions included the Digital Toolkit for more information.



### Step 5: Make the donations go further!

Anyone can make a personal donation online or by using the Donation Form! Double your donation by checking to see if your company or organization has a Matching Gifts Program.

**Every \$1 helps City Harvest feed 4 people — there's no trick to it!**