Season of Giving Campaign

**JUMPSTART GUIDE**

Thank you for supporting Food Lifeline’s Season of Giving Campaign! Your participation makes all the difference in the final push of the year to support the communities and families that depend on us for nutritious food, especially during these unprecedented times. Below are the steps to get started:

1. To create your campaign, click [here](https://charity.gofundme.com/o/en/campaign/season-of-giving2).
2. Click “Join” to create your own team or join an existing one.
3. Rally your friends, family, and colleagues to join your team.
4. Click “Donate” if you’d like to give without starting a team.

**SETTING UP A CAMPAIGN PAGE**

Once you’ve set up a campaign page, be sure to personalize your story. Ideas include adding a team image, compelling video, or story about your team. Stories are powerful! The stronger connection folks have to your story, the more likely they’ll be to make a gift.

**Sample story:** *Welcome to my Food Lifeline Season of Giving Campaign! As you may know, Food Lifeline is a hunger-relief organization that literally changes lives. They rescue millions of pounds of surplus food every year and redirect it to more than 300 food banks, shelters, and meal programs across Western Washington. With our help, they provide the equivalent of 134,000 meals every single day to people experiencing hunger in our communities.*

*Everyone deserves nutritious food, especially around the holidays. Whatever you give will go a long way toward brightening the holidays for so many families right here in this community.*

**Show your commitment:** Show you are serious and be your first donor. Your friends, family, and colleagues will instantly see your dedication and will be inspired to donate as well.

**Rally your team:** Use the social media tools on GoFundMe to share your fundraising page to Facebook and Twitter, inviting your friends, family, and colleagues to join you. You can also go into greater detail by sending out an email.

**TWITTER POST EXAMPLE –**Twitter has character count restrictions, so use the website [bitly](https://bitly.com/) to shorten the link to your page

*Help me fight hunger by donating to my Season of Giving Campaign! $1=10 meals through @foodlifeline for our neighbors struggling with hunger this holiday season.* ***[paste link]***

**FACEBOOK POST**

*GREAT NEWS! As you may know, hunger-relief is very important to me, especially around the holidays. Food Lifeline is hosting a Season of Giving Campaign, and I’ve started a fundraising page to help make a difference. If you have even $5 to donate to my cause, you could help me make a huge impact in the lives of children, families, and seniors struggling with hunger.*

*An anonymous Food Lifeline donor is matching gifts, so that means every $1 I raise provides the equivalent of 10 meals – that’s enough to feed two families! Thank you for your help!* ***[paste link provided by your fundraising page here]***

**EMAIL EXAMPLE**

*Dear \_\_\_\_\_\_\_\_\_,*

*I hope you’ll join me in fundraising for the Season of Giving Campaign to help create nutritious meals for those struggling with hunger in our community. The Season of Giving Campaign raises money for Food Lifeline – Washington’s largest hunger-relief organization – to provide 134,000 meals every day and to stock the shelves of more than 300 food banks, shelters, and meal programs.*

*My campaign, [name of your campaign], has a goal of $XXX, and any amount you contribute will help us get there. The best part is that an anonymous Food Lifeline donor is matching gifts dollar for dollar to make twice the impact. That means with every $1 you donate, Food Lifeline can create the equivalent of 10 meals – that’s enough to feed two families! Whatever you give will go a long way toward brightening the holidays for so many families right here in this community**.*

*To support me, please visit my Season of Giving Campaign page:*

***[paste link provided by your fundraising page here]****.*

*To learn more about Food Lifeline, go to* ***foodlifeline.org****.*

*Thanks in advance for your support and for helping to make a difference in the lives of the folks who need it most!*

*Warm wishes and full dishes,*

***[You]***

**Manage your campaign:** You can manage your campaign and see funds raised by navigating to the circular profile icon in the upper right corner of your campaign page. Simply click the icon, select “my campaigns,” and then select “manage.”

**For more information:** contact Sharon Yamada-Heidner sharonyh@foodlifeline.org or (206) 432-3640

**THANK YOU for helping us prove Hunger Doesn’t Have To Happen!**