



JUMPSTART GUIDE

Thank you for supporting Food Lifeline’s Holiday Meals 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. Below are three steps to get started:

1. Start by visiting the Holiday Meals Campaign GoFundMe page at <https://charity.gofundme.com/o/en/campaign/2019-holiday-meals-campaign>. Then click the “Join Campaign” and either start your own fundraising team or join an existing one.
2. Rally your friends, family, and colleagues to join your fundraising team.
3. Click “Donate” if you’d like to give without starting a team.

SETTING UP A TEAM DONATIONS PAGE

Once you’ve set up a team page by following **step 1** above, be sure to personalize your story. You can do this by adding a team image, compelling video, or story about your team. Remember, 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 Holiday Meals Campaign fundraising team! 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 134,000 meals every single day to people experiencing hunger in our communities.*

Everyone deserves nutritious food, especially around the holidays. Join my team and help raise funds to create the meals people in our communities need to thrive!

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 Holiday Meals Campaign page! \$1=8 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 Holiday Meals 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.

*QFC is matching gifts, so that means every \$1 I raise provides the equivalent of 8 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 Holiday Meals Campaign to help create nutritious meals for those with struggling with hunger in our community. The Holiday Meals Campaign raises money for Food Lifeline – Washington's largest hunger-relief organization – to provide 97,000 meals every day and to stock the shelves of more than 300 food banks, shelters, and meal programs.

My team, [name of your team], has a goal of \$XXX, and any amount you contribute will help us get there. The best part is that QFC 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 8 meals – that’s enough to feed two families! If all of our friends are especially generous, we might even beat the other teams raising funds. Most important, though, your support will make a huge difference in the lives of hungry children, families, and seniors by getting them the meals they need to thrive.

*To support me, please visit my Holiday Meals 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, view your team members, 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.”

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

