

# Fundraising Toolkit



Since \$1 donated provides 2 nutritious meals, with a little work and a lot of fun, your fundraiser will make a big difference in the lives of our neighbors facing hunger.

## Creating Your Fundraising Page

1. Go to LINK, and click the orange 'Start Fundraising' button to complete all required information.
2. From there, you'll be promoted to login to your JustGiving account or sign up for one if you are a new user.
3. You will then be asked if you are fundraising in memory of someone.
4. From there, you can tell us if you are taking part in an event, doing your own thing, or simply asking for donations.
5. This is your chance to tell us a little more about your fundraising. Select the type of activity, what you plan to do, and when you'll do it.
6. Next, select your fundraising goal. Don't be afraid to aim high.
7. Next, you'll fully customize your page by adding a title and sharing your story. You can also customize and pick your own URL.
8. You can customize your page further by adding a cover photo or video, which can increase your donations by 23%.
9. You're almost finished! Next, you'll see a summary of the cause, your fundraising challenge, and how much you hope to raise.
10. Lastly, hit "Launch page" and you're ready to share it with your network of supporters.
11. You can edit your page whenever you'd like and post updates.

[Click here](#) to watch a step-by-step video.

## Get Social

Sharing your fundraiser on social media is the easiest (and quickest) way to spread the word. Just click the share buttons on your page, and leave a comment to let people know what you could achieve with their support. Below are some sample posts:

We're excited to announce our [fundraiser name] for @foodbankseva! You can help us feed the 1 in 4 kids facing hunger by donating today at [insert fundraising page URL here]

Your donation to our [fundraiser name] for @foodbankseva can make a big difference! Every \$1 donated provides 2 nutritious meals for our neighbors struggling with hunger. Donate today at [insert fundraising page URL here]

## Wrapping Things Up

Your campaign has ended and you're ready to wrap it up. Nicely done! Make sure to thank your supporters and let them know how much money you raised. Once you have completed your fundraiser, you can leave the page as is. If you want to host one again in the future, you may log back into your page to update and continue fundraising.

For more information, contact our Community Engagement Manager, Maddie Cottrell, at [mcottrell@foodbankonline.org](mailto:mcottrell@foodbankonline.org) or (757) 644-4434.