

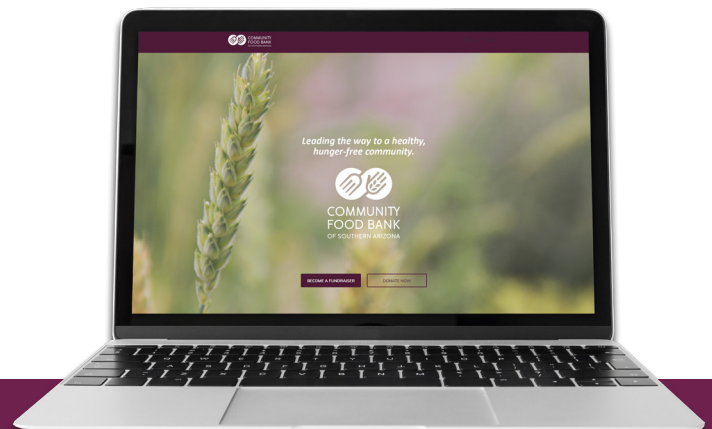


ONLINE FUNDRAISING GUIDE

Online fundraising is fast becoming a favorite way to support the work of the Community Food Bank.

Getting your own page up and running is easy and fun! Here's how:

- 1** Go to communityfoodbank.org/get-started and click "Become a Fundraiser".
- 2** Click "As an Individual".
- 3** Next, you'll have to **create a fundraising account with us**. You can simply use your Facebook account to do this, or you can create a new account based on your email address and a password you select. Either way is secure, and the Facebook option won't ever post anything to your wall automatically. It's just there as a convenient login option.
- 4** On the next screen you can choose the details for your page—the fundraising goal, the timeline, the headline—and you can choose a short URL.
- 5** **That's all it takes!** You can use the "Edit Your Story" tab near the top of the page if you'd like to do any further customization, like adding photos or video, changing the text, or providing updates.



COMMUNITY FOOD BANK
OF SOUTHERN ARIZONA

(520) 449-8336
3003 S. Country Club Road | Tucson, AZ 85713
communityfoodbank.org

FUNDRAISING TIPS

- 1 Make the first contribution to your campaign** to kick-start your fundraising and show supporters that you are personally committed.
- 2 Personalize your message.** Your supporters want to hear why you care about ending hunger in Southern Arizona, and how they can help.
- 3 Let your friends, family, neighbors, and co-workers know!** Tell them in person or send an email. Ask them to help spread the word, too. Consider asking community members to help promote through their place of faith, clubs, community groups, etc. Be sure to let them know how much the Community Food Bank will benefit from the donations!
- 4 Keep your donors engaged and let them know when you hit milestones!** Keep people updated on your efforts with emails, social media posts, and regular communication.
- 5 Inspire by sharing the impact of donations.** Tell people how their dollars and your efforts are making a tangible difference to end hunger in Southern Arizona.
- 6 Take the time to express your gratitude in a meaningful way.** For example, send a personal note or email to every donor. Be sure to send a final update post event with fundraising totals that shares your gratitude.

TAG US ON SOCIAL



@foodbankofsaz

SAMPLE POSTS:

269,610 children living in Arizona are food insecure. Please join me in making a difference today! [\[LINK\]](#)

I am raising money for the @foodbankofsaz. If you'd like to chip in, please check out my page at [\[LINK\]](#). Every \$1 donated to this campaign helps provide five meals in our community, so give generously and spread the word!

I'm joining the fight against hunger in Southern Arizona! If you'd like to join me in making a difference, check out my page here: [\[LINK\]](#)

1 in 6 children and 1 in 9 people face hunger in Arizona. We can make a difference in the lives of those suffering from hunger. Donate to my campaign today: [\[LINK\]](#)

For my [\[EVENT NAME\]](#), I am hosting a fundraiser to end food insecurity in Southern Arizona. Join me in leading the way to end hunger: [\[LINK\]](#)