



Fundraising Drive Kit

Why host a Holiday Helpings drive?

- ❖ **It's easy!** We can help you every step of the way in creating and utilizing your personal donation webpage.
- ❖ **It's fun!** Successful organizers have turned drives into competitions with the winning team receiving a casual Friday or pizza party at the office. Who doesn't like pizza?
- ❖ **It makes a difference!** At Bread for the City, we believe that everyone deserves to have a special holiday celebration. You'll help us make sure that no one misses out on a turkey dinner this year!

**With your help, we'll distribute
over
9,000 holiday meals**

www.breadforthecity.org/holidayhelpings

Getting Started is Simple!

- **Create your drive page!** Setting up a page makes it easy to collect donations online and track your progress. Follow these steps to get started:
 - Visit **<https://holiday-helpings-2018.everydayhero.com/us/get-started>**
 - Enter your page title, fundraising goal, and your contact information.
 - ***Note for corporations: If you do not want your own name to appear on the page, use your company name for the first and last name.***
 - Click Submit
 - Choose a profile picture! This is optional but will add a nice personal touch.
 - Personal story: Why are you participating in Holiday Helpings? You are more than welcome to write something up or use the auto-populated text.
 - Share your page on your social media platforms for optimum exposure!
 - Donate to your page: this shows potential donors that you are committed!
 - Once you have created your drive page, you will receive an email with your unique URL.

- **Select a timeline** that works for your group. Typically, 2-8 weeks is the best length for a successful drive.

- **Communicate!** Share your page's URL with coworkers, family, and friends and invite them to donate. Keep everyone updated on your progress to your goal.

- **Follow up.** Believe it or not, it generally takes 3-5 asks to motivate a person to give. Don't be afraid to follow up—it's okay to nag when it's for a good cause!

- **Use social media.** It's a great way to spread the word fast. Let contacts know about your drive in a short status update—*be sure to include your unique URL.*

- **Raise the stakes!** Check with your employer to see if they'll get the ball rolling by making the first gift or matching employee contributions.

- **Designate one person to receive check and cash donations,** then send a list of those donations to holidayhelpings@breadforthecity.org. Mail or deliver the donations to:
 - Bread for the City
 - Attn: Holiday Helpings
 - 1525 7th Street, NW
 - Washington, DC 20001

- **Finally, let us know you're hosting a drive!** Email holidayhelpings@breadforthecity.org to let us know you're standing with us this holiday season.



BREAD FOR THE CITY
CAN PURCHASE 5 CANS FOR THE SAME COST
OF 1 CAN PURCHASED AT THE GROCERY STORE



Drive Incentives

Holiday Champions (Sponsor 400 families by raising \$12,800)

- Admission for 10 to Bread for the City 2019 gala
- Ice cream social at your office, courtesy of BFC
- Invitation for participants to Holiday Helpings thank you reception
- Certificate awarded for successful drive
- Logo/Name in 2019 Holiday Helpings printed materials

Holiday Heroes (Sponsor 200 families by raising \$6,400)

- Admission for 6 to Bread for the City 2019 gala
- Ice cream social at your office, courtesy of BFC
- Invitation for participants to Holiday Helpings thank you reception
- Certificate awarded for successful drive
- Listing in 2019 Holiday Helpings printed materials

Holiday Providers (Sponsor 100 families by raising \$3,200)

- Admission for 4 to Bread for the City 2019 gala
- Invitation for participants to Holiday Helpings thank you reception
- Certificate awarded for successful drive
- Listing in 2019 Holiday Helpings printed materials

Holiday Helpers (Sponsor 50 families by raising \$1,600)

- Admission for 2 to Bread for the City 2019 gala
- Invitation for participants to Holiday Helpings thank you reception
- Certificate awarded for successful drive
- Listing in 2019 Holiday Helpings printed materials