



Drive Tips, Tricks, and Sample Language

Congratulations on Creating your Fundraising Drive!

You have now set up your fundraiser. Want to maximize your impact? Read our tips for enhancing your fundraiser below. We've also included sample emails, social media posts and hashtags for your use.

- **Set an ambitious goal.** Thinking of trying to serve 10 families? Why not make it 30 and challenge your community to step up? You will be pleasantly surprised by your network's generosity!
- **Create a fun incentive.** Are you willing to run a mile for every 10 families you serve? Bake cookies for supporters? Make a silly holiday card as a thank you? We've been blown away by the creativity of our drive partners, and it really works!
- **Offer a matching challenge.** Would you offer a one day matching gift for all donations made to your page? We find that this is a great way to boost participation and prompt those who have not yet given to step up.
- **Share on all social media and email everyone you know.** Share your fundraiser on all of your social media platforms, using the sample posts, email language, and hashtags on Page 2, or feel free to create your own. You can even find a fun graphic to share on social media [here](#).
- **Send this toolkit,** along with our [drive kit](#), to friends, family, and coworkers to encourage them to start their own drive. With new supporters, we can definitely reach our goal of serving 2,500 more families by Christmas.
- **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 nudge when it's for a good cause!



Sample Language: Social Media, Hashtags, and Emails

Sample Social Media Posts:

- Today, I'm kicking off my personal efforts to raise money for Bread for the City's Holiday Helpings program. Bread for the City provides a holiday meal - a turkey and all the trimmings - to more than 9,000 DC families. Only \$32 dollars provides a family of four with a complete holiday meal, and BFC has 2,500 more families to reach this month. Can I count on you to help?
- Bread for the City provides a holiday meal - a turkey and all the trimmings - to more than 9,000 DC families. Only \$32 dollars provides a family of four with a complete holiday meal. Can I count on you to help?
- This holiday season, Bread for the City will provide a holiday meal to more than 9,000 DC families. Only \$32 dollars provides a family of four with a complete holiday meal. Click on my drive below, hit the "Give Now" button, and give as generously as you can to make a difference for DC families struggling with low-incomes.
- 2,500 families left to reach before Christmas Eve! Will you sponsor a family today to help us reach the finish line? In total, let's help 9,000 families celebrate this holiday season!

Suggested Hashtags:

- #holidayhelpings
- #givewhereyoulive
- #9000familiescelebrated
- #9000holidaymeals
- #breadforthecity

Sample Email Outreach (we recommend hyperlinking your drive page as often as possible in the text!):

Dear Family and Friends,

This month, I'm raising money for Bread for the City's annual Holiday Helpings program. Bread for the City believes nobody should have to forego holidays, celebrations, or family traditions. That is why every year during November and December, we raise money to provide DC community members living on low-incomes with a turkey and all the trimmings. **Holiday Helpings is a cherished Bread**

for the City tradition that provides 9,000 DC families with a holiday meal, and I hope you will consider making a gift to support the effort.

They have already provided these holiday meal kits to 6,500 families, which means that we still have 2,500 families awaiting their celebratory dinner before Christmas Eve. It costs just \$32 to sponsor a family of four; will you stand with me and donate today? A gift of \$32, \$64, \$320, or any amount will greatly help Bread for the City provide a complete holiday meal kit to so many families across the District.

Will you make a donation today to my fundraiser? You can find it at [INSERT PERSONAL URL HERE].

We all enjoyed stuffing ourselves on Thanksgiving and look forward to doing it again during the winter holidays. Now let's get out there and make sure that our whole community feels that abundance this holiday season.

Thank you in advance for your support.

Happy Holidays!

(Your name)



www.breadforthecity.org/holidayhelpings