



Fundraising Drive Kit

At Bread for the City, we believe nobody should have to forego holidays, celebrations, and family traditions regardless of their ability to pay. That's why every year during the months of November and December, we rally together to provide DC community members living on low-incomes with a turkey or ham and all the trimmings. Holiday Helpings is a longstanding and cherished Bread for the City tradition that provides thousands of DC families with a holiday meal every year.

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 holiday dinner this year!

**With your help, we'll distribute
over
11,000 holiday meals**

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-2019.everydayhero.do/>
 - 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? How many years have you participated in the campaign? 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! This is a fast, effective and easy way to spread word about the campaign and rally your village.
 - 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. But please keep in mind the campaign is from November 1-December 24, and you can always increase your goal if you reach it early and would like to continue fundraising for DC families.

- **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 nudge when it's for a good cause! Often people want to donate but forget, so reminders are helpful.

- **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.



Drive Incentives

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

- Admission for 10 to Bread for the City 2020 Good Hope Gala
- Ice cream social at your office, courtesy of BFC
- Certificate awarded for successful drive
- Logo/Name in 2020 Holiday Helpings printed materials

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

- Admission for 6 to Bread for the City 2020 Good Hope Gala
- Ice cream social at your office, courtesy of BFC
- Certificate awarded for successful drive
- Listing in 2020 Holiday Helpings printed materials

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

- Admission for 4 to Bread for the City 2020 Good Hope Gala
- Certificate awarded for successful drive
- Listing in 2020 Holiday Helpings printed materials

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

- Admission for 2 to Bread for the City 2020 Good Hope Gala
- Certificate awarded for successful drive
- Listing in 2020 Holiday Helpings printed materials



Drive Partner Tool Kit

Sample Language: Social Media, Hashtags, & Email

October/November Sample Social Media Posts:

- This holiday season I'm joining Bread for the City to provide holiday meals - a turkey or ham and all the trimmings - to 11,000 DC neighbors and families. A gift of \$38 will sponsor a family of four, and I'd be grateful for your support! Please visit my drive page at [insert drive page link](#) to make a donation.
- I believe no one should have to forego holiday celebrations nor family traditions due to financial circumstances, and this year I'm fundraising with Bread for the City to provide a complete holiday meal (turkey or ham and all the trimmings) to [insert your goal # of families](#) by December 24th. Just \$38 provides a holiday meal to a family of four! To make a donation, please visit my drive page: [insert drive page link](#). Thank you!
- Just 7 days to go before Thanksgiving! You can provide a holiday meal to a family of four with a \$38 donation towards Bread for the City's annual Holiday Helpings program. To make a donation, visit my drive page at [insert drive page link](#). Thanks for the support!
- I'm only \$100 away from meeting my drive goal of providing holiday meals to [insert your goal # of families](#). I would be grateful for any support you can give to help DC families and neighbors celebrate the holidays this season. Visit to [insert drive page link](#) to give a gift today. Thank you!

December Sample Social Media Posts:

- Holiday Helpings is still going! Until Christmas Eve, Bread for the City will provide a holiday meal - a turkey or ham and all the trimmings - to more than 11,000 DC families. Only \$38 provides a family of four with a complete holiday meal, and BFC has thousands more families to feed. Join our effort today by making a contribution at [insert drive page link](#).
- We still have a ways to go! Will you stand with Bread for the City and help provide holiday meal kits to 1,000 more families by Christmas Eve? A donation of just \$38 provides a complete holiday meal to a family of four. Visit my drive page to make a contribution, [insert drive page link](#).
- Happy holidays! Celebrate with me and your DC neighbors by supporting Holiday Helpings before Christmas Eve.

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. [insert drive page link](#)

• Wow! Thank you to everyone who has generously donated to my fundraising drive in support of Bread for the City’s Holiday Helpings campaign. There are still 1,000 families in need of support, and I’ve increased my goal to help provide more holiday meals to families by Christmas Eve? Can you help us reach 11,000 families in the next two weeks? [insert drive page link](#)

Suggested Hashtags:

- #holidayhelpings
- #givewhereyoulive
- #11000holidaymeals
- #11000familiescelebrated
- #breadforthecity

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

Dear Family and Friends,

I am completely blown away by your generous support of my fundraiser to help [Bread for the City!](#) Because of your help, we’ve raised enough to provide a complete holiday meal kit- a turkey or ham and all the trimmings- to [\[insert #\]](#) families! To those who have donated so far, I cannot thank you enough!

Even though Thanksgiving is over, we’re not done with [Holiday Helpings!](#) This amazing campaign to provide 11,000 families experiencing hardship with a holiday meal kit continues until Christmas Eve, so I want to keep up this momentum and help them reach their goal. We have just [\[insert #\]](#) more families to go. Will you make a donation to my drive page today to help reach them all?

Bread for the City believes nobody should have to forego holidays, celebrations, or family traditions, and I stand with them. Holiday Helpings is a cherished Bread for the City tradition that provides 11,000 DC families with a holiday meal, and I hope you will consider making a gift to support the effort. It costs just \$38 to sponsor a family of four; will you stand with me and donate today? A gift of \$38, \$152, \$380, 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)

<https://breadforthecity.org/holidayhelpings/>