



## FUNDRAISING TIPS

Together we have an amazing opportunity to be a strong voice for the kids in our community who are struggling with the daily challenges of food insecurity. These challenges are amplified for many during the long summer months. When school is in session, these kids receive a great breakfast and lunch as part of the National Free and Reduced Lunch Program. When school breaks for summer, many of our young neighbors lose their primary source for daily meals. GO Pantry's Summer GO Boxes are distributed to kids identified by their schools as truly in need of food. These food boxes make a big difference in the lives of the kids receiving them.

You can expand your support during the St. Elizabeth food drive by asking others to join your **GREEN TEAM**. They will feel great knowing they are helping feed hungry children. Your efforts will be multiplied if you just step up to lead.

Here are some easy ways to engage others in your food drive:

1. **Retrieve your personal Donation Link to share.** Your Donation Link makes it easy for others to donate on your behalf to support you and the St. Elizabeth food drive. [Retrieve your personal Donation Link here.](#)
2. **Share your Donation Link.** Using your personalized in an email or social media post makes it super easy for someone to donate on your behalf.
3. **Track donations made on your behalf.** Donations made using your Donation Link will be tracked on the [St. Elizabeth Leader Board](#) under your department.
4. **Who to ask.** Reach out to your family, friends, and business partners who work with St Elizabeth. Sharing your Donation Link makes it easy for them to donate.
5. **How to ask.** The key to fundraising success always comes down to the fact that you weren't afraid to ask for donations. But being smart about who, when, and how you ask is important too! When asking for bigger donations, be sure to ask in person. When asking from a wider group for smaller amounts, email works best, but social media can be great too. Finally, however you choose to ask, let it come from the heart, and be creative!

6. **Spreading awareness.** Of course, not every person you know will be able to donate, but if you don't ask, they'll never have the chance. Even if someone you ask isn't able to support your food drive with a donation, you have still helped increase awareness about childhood food insecurity. People are often surprised at the level of food insecurity in our local community. This summer GO Pantry will help over 1,200 kids a week. You can share with certainty that every school in our community has kids struggling to find enough food to eat. We are a voice for these kids who need help.
7. **Ask others to share your Donation Link.** For everyone that says "no", ask them if instead they can share your Donation Link with people on social media, or ask others for you via email. You never know who might have been touched by food insecurity that will want to donate to your food drive.
8. **Get Social.** You're going to want to take advantage of social media to ask for support from friends, family, and colleagues. But beyond conventional asks, as you gear up for your event, don't forget to share pictures and status updates to your networks about the preparation you're doing. Having a bake sale? Take a picture of you at the grocery store to get people excited. Just got a donation? Let the world know how thankful you are with a status update honoring the generous people who support your drive.
9. **Reminders can be helpful.** People are busy. They might want to donate to you but just forgot. Don't be afraid to follow up and send them a gentle reminder.
10. **Be the first to donate.** Show your commitment to the cause with a self-donation! By making your own contribution, you will set the bar for future donations (most people will match or exceed your donation).
11. **Thank your donors.** On behalf of all the kids GO Pantry serves, you can thank your donors. Kids across NKY and SE Indiana will have a much brighter summer because of this food drive.

No one knows better than you how to work with the people around you. Get creative. Have fun. Know you are doing great work by feeding kids this summer!

**Thanks for your extra efforts and your big hearts to help GO Pantry feed kids in need. Let's do this! Together, St. Elizabeth can exceed the 5,000 GO Box goal!**

