

## Fundraising Tips & Tricks

### Communication is key.

Get the word out about why you chose to fundraise for the Food Bank of the Rockies. Whether that communication is via email or social media, etc., try to spread the word as much as possible.

### Always bring it back to the mission.

Food is a necessity for everyone! Share some of the statistics, available on our Fast Facts document, about the amount of people facing hunger and the ways that the Food Bank of the Rockies is doing its part to help.

### Express your gratitude.

Make sure your donors know how thankful you are for their support. You can write handwritten thank you cards, send out emails, give them a call; however you can, put an emphasis on letting them know what their support means.

### Be bold!

Asking for donations can be a daunting task but there is no harm in trying, especially when even just \$1 can help provide 4 meals to those in need.

### Utilize social media.

Once your fundraiser is created, you will get a personalized URL that you can post on Facebook, Twitter, or Instagram. There are so many platforms to share your fundraiser on to encourage giving.

### Make your page specific to you.

You can customize your fundraising page to however you fancy. Try to make it personal, which you can do by adding a story or inserting special photos. People are more likely to donate if you are passionate about the cause, so try to convey that as much as possible on your page.

### Make it fun!

The problem of hunger is not the most lighthearted topic. To lighten up the mood, have an event that goes along with your fundraiser. For example, host a picnic or enjoy a happy hour with your family and friends where you can share your fundraiser in person.



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