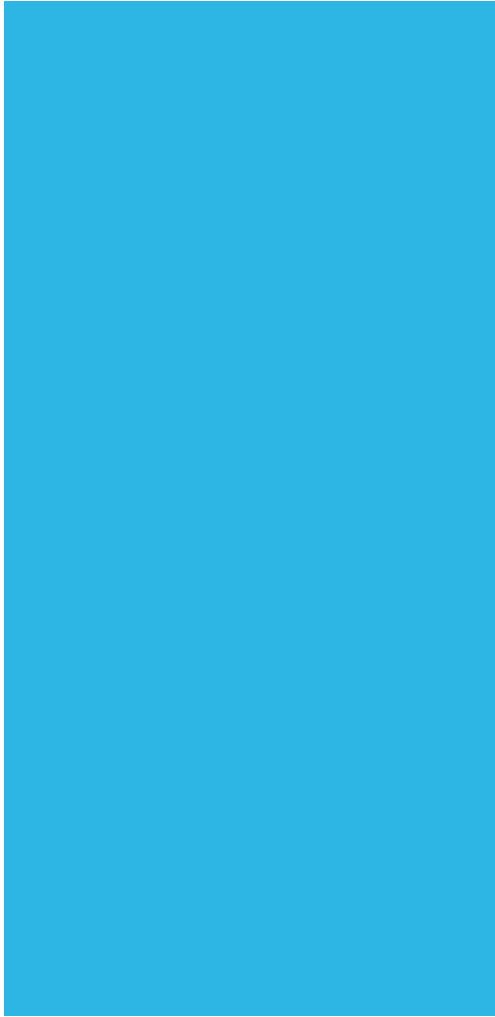


# BEYOND HUNGER



## FUNDRAISING OPPORTUNITIES



Dear Beyond Hunger Supporter,

Thank you for your interest in creating a fundraiser to benefit Beyond Hunger. We have assisted with a wide variety of fundraisers including virtual food drives, birthdays, concerts, cookbooks, fitness challenges, photographs for donations, and more. We can assist your efforts by creating a custom fundraising page. Your supporters will feel safe and secure giving directly to Beyond Hunger.



This toolkit focuses on the various online donation pages we have available. Contact [Lauren@GoBeyondHunger.org](mailto:Lauren@GoBeyondHunger.org) or myself to discuss your fundraising plans. If you are looking to do a non-perishable food drive, check out our Amazon wish list [here](#) to see what items we are in need of. Please note, that during COVID-19, we have limited space and capacity for large drives of non-perishable donations.

Thank you for thinking of Beyond Hunger and helping hungry families in your community!

Sincerely,

*Teri Miller*

Teri Miller, Director of Development  
[teri@GoBeyondHunger.org](mailto:teri@GoBeyondHunger.org)/708-613-4200

# GENERAL DONATION PAGE

A donation page is a simple, 1 -page form where supporters can submit online donations directly to Beyond Hunger. You can share the link on social media or email it out. After the gift has been submitted, the donor will see a thank you confirmation page and receive an email regarding their gift.

Have your own logo? It will go in the header (300X50 px). If not, we'll use the Beyond Hunger logo \$1=3 Meals imagery

You can also select a background, color, or color opacity for the header (1350 x 115px). This one is just a white background.

Include your own background picture (1280 x 720 px) or we can select one from our gallery of images

Select your headline, include an image or video, and give more details about your particular fundraiser

## ADDITIONAL INFORMATION

With the General Donation Page, you will not be able to see the donations or the total raised.

Development staff can send you a list of funds raised weekly or bi-weekly.

If you would prefer to see donations in real time, we would recommend the other page types.

Here are some examples:

[Music and Potlucks](#)  
[Beyond Hunger](#)  
[Photos for Food](#)

BEYOND HUNGER \$1 = 3 MEALS

## Music and Potlucks Events

Benefitting Beyond Hunger



Music & Potlucks is dedicated to nourishing our community by presenting cultural events in support of neighbors experiencing challenging circumstances. One of our beneficiary organizations is Beyond Hunger. They provide hunger relief and essential programming to nearly 40,000 individuals each year.

Every \$1 donated provides 3 meals, thanks to their partnerships and wholesale connections. Making a donation is fast, easy, and secure!

Select an amount

DONATE ONCE		DONATE MONTHLY		
\$500	\$100	\$50	\$25	Other

BEYOND HUNGER \$1 = 3 MEALS

## Thank you for fighting to end hunger!

Your gift to Beyond Hunger through Music and Potlucks ensures our hungry neighbors know where their next meal is coming from, providing the support they need to move from hunger to food by.

Help us by sharing [Facebook](#) [Twitter](#) [Email](#)

### Donation Information

Charged Amount: \$0.00  
Frequency: One-time donation  
Confirmation Number: 44444  
A copy of your receipt will be sent to your email shortly.  
Our Comment: Thanks for all you do

This box will include their donation information and is NOT customizable

Need help or have questions about your donation?

If you have any questions, contact [Lauren@gobeyondhunger.org](mailto:Lauren@gobeyondhunger.org).

You can customize your thank you message, include an image or video, as well as any relevant links.

Include the fundraiser logo again in the footer. You can also select the color or image for the footer background (1400 x 219 px)

BEYOND HUNGER \$1 = 3 MEALS

Beyond Hunger  
840 Lake Street  
Oak Park, IL 60301 LIS

# CROWDFUNDING

Crowdfunding campaigns start with a landing page which highlight impact. This gives the supporter more information about the fundraiser including a donation thermometer. Then the user can select donate to go to the donation page. Crowdfunding campaigns are best for story-driven or time-bound appeals. They are a great way to create a sense of urgency with your target audience and have more bells and whistles design-wise.

Select your headline and a background image (1280 x 720 px)

Decide on a goal and what progress metrics you want displayed. This page has all the metrics enabled.

Add featured media images or videos to slider on landing page (628 x 353 pixels)

**About Cat's Quarantine Cookbook**

Hi! My name is Cat and I'm an 8th grader at The Children's School. In 8th grade, every student completes a Capstone project that involves research (in the field, online, printed materials).

For the final part of my project I created a cookbook called Quarantine Cookbook. My cookbook style was inspired by the comic book style of Let's Make Ramen

All proceeds are going to Beyond Hunger because they help people who are needed especially during this time.

Please make a donation and you can get a PDF of my cookbook.

Share your story in the about section

**Campaign Activity**

See who supports your cause and what they have to say about it!

ALL COMMENTS DONORS

Post a comment...

Display the Campaign Activity (or turn off) to see the donations and comments that come in. Donors always have the option to be anonymous

Use your own logo or we will use our default (300 X 50 px). Customize your thank you as well!

**DONATE TO END HUNGER...**

And receive Cat's Quarantine Cookbook - pdf copy available.

Cat will be reaching out to you soon regarding your cookbook.

Select an amount

DONATE ONCE DONATE MONTHLY

\$500 \$100 \$50 \$25 Other

Thank you for your gift

Cat will be emailing you soon about your gift

Your gift to Beyond Hunger (formerly Oak Park River Forest) will help our neighbors know where their next meal is coming from, and help us move from hunger to food security.

We know those we serve will be hit hardest amid COVID-19 community health crisis, we feel deeply how important it is to meet people's most basic needs while safeguarding health and well-being in our hunger free community. Thank you!

Don't forget to check with your employer, even as a retiree, to find out about their matching program. Many companies have even added a special matching program regarding aid during the COVID-19 crisis.

Help us by sharing Facebook Twitter Email

Donation Information

Charged Amount: \$0.00

Frequency: One-time donation

Confirmation Number: 44444

A copy of your receipt will be sent to your email shortly.

You can customize your thank you message (the confirmation page) and include an image or video, as well as any relevant links.

## Additional Information

With crowdfunding, you will be able to see how many funds you are raising for Beyond Hunger as they come in. Should someone send a check or payment offline, we can also add that in so it counts towards your total goal. If you have more information or sections you would like to add (in addition to the about section), we can add more text as well as images, videos, and links.

Examples: [Cat's Quarantine Cookbook](#); [Hunger Free 365](#)

# PEER-TO-PEER

Peer-to-peer campaigns allow supporters to fundraise on your behalf. They can set up personal or team fundraising pages and ask family and friends for donations. Supporters can also submit a direct donation rather than setting up a page.

The Challenge is ON!

Select your headline, a background image (1280 x 720 px), and decide on a goal for the thermometer

## CAN DO Community Challenge

\$33,961 Raised | \$100,000 Goal

JOIN THE CHALLENGE | DONATE NOW

### TOGETHER WE CAN END LOCAL HUNGER!

This April during the CAN DO Community Challenge we are asking our neighbors to come together to help the 40,000 individuals we serve each year. This is our annual spring appeal where our goal is to collect \$100,000 by the end of the month to receive a \$25,000 match from the Challenge Corp - a group of local philanthropists.

The CAN DO campaign is critical to our agency now more than ever with the growing impact on families as a result of COVID-19.

### Start fundraising

As an individual | Join a team | Create a team

JOIN THE CHALLENGE | DONATE NOW

Supporters can click join or donate. If they select Join, they will be able to fundraise as an individual, join a team, or create a team.

## Team fundraising model

Select the way people can fundraise on teams

People can join or create a team

People can join or create a team

People must join or create a team

People can join an existing team

People must join an existing team

Turn off join and create teams

How would you like to register?

As an individual | Join a team | Create a team

We can customize the "join" button for you. If people join your team, you will have the ability to contact them, and their individual fundraising goals will count towards your team.

### Yes I would like to make a donation to help end hunger!

Select an amount

\$25 | \$50

### Thank you for your gift

Donation Information

Charged Amount:	\$0.00
Frequency:	One-time donation
Confirmation Number:	44444
Your Comment:	Thanks for all you do

The donation page and the thank you page are still customizable. See donation page for more details.

# INDIVIDUAL FUNDRAISING PAGES - PEER TO PEER

Personalize your page with a picture or logo (300 x 300 px)

Customize your team cover image (1400 x 460px)

Your name goes here



\$107 Raised \$250 DONATE

Whittier Virtual Food Drive - page

Customize your individual fundraising page and add text, video, and/or pictures to make it more engaging and personal



VIEW STORY DONATIONS EMAILS DETAILS

You'll have access to your page and can make edits on the backend. You can also thank donors.

Edit your story

Personalize your story and tell people why you are fundraising for CAN DO Community Challenge 2020

SKIP COMPOSE

See donations and comments from individuals that donate to your page.

# TEAM FUNDRAISING PAGES - PEER TO PEER



JOIN TEAM

DONATE

\$3,951 Raised \$2,000

CAN DO Community Challenge 2020

\$33,998 / \$100,000

Team Rank

- 1. Mann Elem... \$4,999
- 2. Washington Irving Elementar... \$3,951

You can see your team's progress and rank throughout the fundraiser.

## Washington Irving Elementary School

Irving Family helping our community! Our PTO will match up to \$1000!

LEADERS

MEMBERS 1

<p>MOST DONORS</p> <p>Teammate with the most donors</p>	<p>MOST RAISED</p> <p>Teammate with the most money raised</p>	<p>WEEKLY WINNER</p> <p>Teammate with the most money raised this week</p>	<p>MOST ACTIVITY</p> <p>Teammate with the most wall activity</p>
---	---	---	--

Users and supporters can see your dashboard and who has the most donors, most raised, etc

Welcome to our team page!

Starting on April 1st until April 30th, we will be collecting donations for Beyond Hunger, formerly Oak Park

Share your fundraising page directly to your personal social media sites.

If you create a team you will be able to contact your teammates, create email templates, thank donors, and make edits to your team page.

<p>MOST DONORS</p> <p>Emma and Jonah 5 Donors</p>	<p>MOST RAISED</p> <p>Emma and Jonah \$107 Raised</p>	<p>MOST ACTIVITY</p> <p>Teammate with the most wall activity</p>	<p>WEEKLY WINNER</p> <p>Teammate with the most money raised this week</p>
---	---	--	---

Teammates (4)

Copy email addresses (1)

### Additional Information

Peer to Peer is a bit more complex, but it is incredibly user friendly. You can share your individual page as well as your team page straight to your networks. If you create a team, you will have access to your team members to help encourage them throughout the fundraiser. We recommend this if your fundraiser will have some kind of team element in it, and you like to have personal contact with your fundraisers.

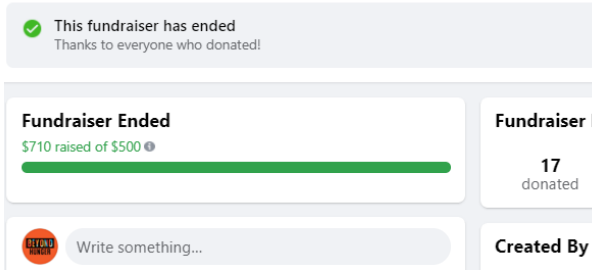
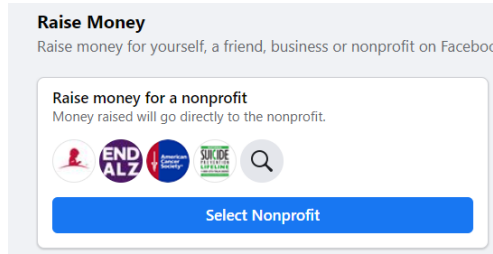
Examples: [CAN DO Challenge](#); [Bike Every Block](#)

# FACEBOOK

Social media is a great way to promote your fundraiser and you can also create your own Facebook fundraiser. Facebook has waived any processing fees for nonprofits, so we receive 100% of the donation. Here's how to create one:



1. Go your News Feed and on the left menu click Fundraiser
2. Select Raise Money for a Nonprofit

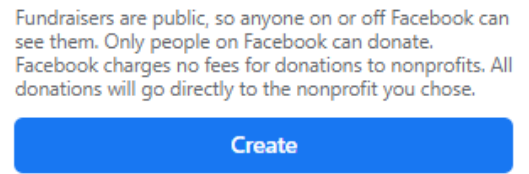
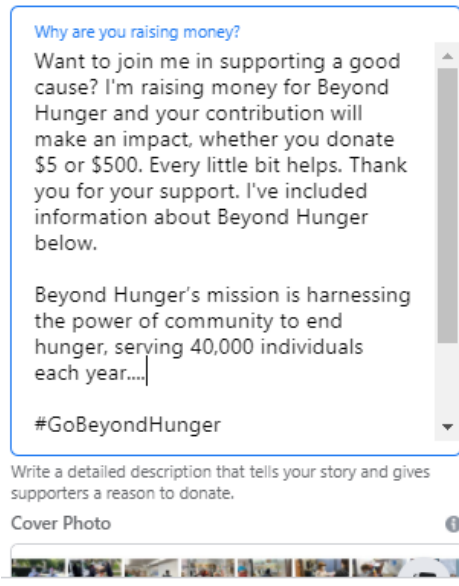
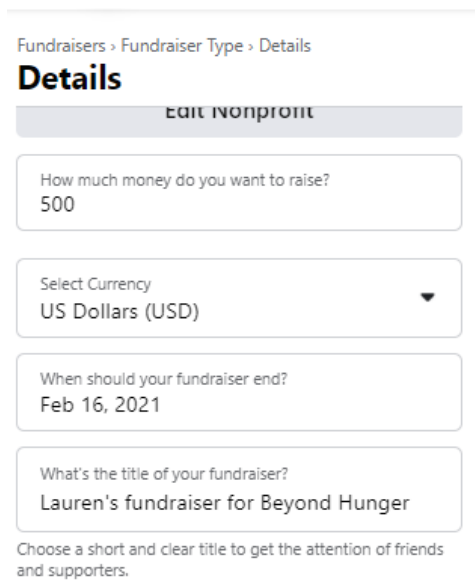


3. Type in Beyond Hunger in the search bar and select it



4. Fill out the details (goal, end date, fundraiser title, story and cover photo) and select Create.

Your Facebook Fundraiser is now set up!



# MARKETING & PROMOTION

## Sample Emails:

EX 1: Thank you so much for creating your teams, donating, and publicizing (name of fundraiser) to benefit Beyond Hunger! We are doing so well, (update on fundraising efforts) and have raised \$X which equals X meals ( $\$1=3$  meals)! Don't forget you can help support our fundraiser by spreading the word and encouraging others to (participate, fundraise, etc). The fundraiser ends on (Date).

EX 2: Join us in the fight to end local hunger! Beyond Hunger provides hunger-relief programming and services to 13 zip codes across Cook County, including portions of Chicago and its near-west Suburbs. Their services range from helping people connect to benefits like SNAP ("food stamps") and Medicare Savings, to nutrition education and cooking classes lead by registered dietitians, and summer meals for kids who lack them when school is out.

Want to make a donation or join our fundraising team? Go to (insert link) and do the following:

- Select JOIN TEAM
- You'll be asked to create an account. Enter your email, create a password, and continue.
- Next enter your first and last name.
- Finish setting up your page
- Share with your friends!

## Social Media Post Examples:

- We have partnered with @GoBeyondHunger to help fundraise and feed hungry families in our community. Join our team or make a donation. Just \$1 provides 3 meals!
- Help us end hunger! Join our fundraising efforts to support @GoBeyondHunger.
- It's my (name of occasion) and I'm fundraising to help our hungry neighbors. You can support me and @GoBeyondHunger by making a donation.
- Join the competition to help raise funds for @GoBeyondHunger. Every dollar raised is enough to provide 3 meals.



# FUNDRAISER GUIDELINES

Beyond Hunger is happy to assist in setting up a site for your fundraiser. Here are our guidelines for external fundraisers:

- Your fundraiser must be a good fit with our mission and values.
- Please give notice to BH staff at least 2 weeks prior to your fundraising start date. We will do our best to accommodate all fundraisers, but this allows us enough time to get all the information and materials we need.
- Beyond Hunger logo available upon request (it will already be on the site). Please share any marketing materials that use our logo ahead of time with us.
- If you have a logo or any imagery you would like to use on the webpage, please send, otherwise we will use a default image or create one in its place.
- We will repost/retweet your fundraiser on Beyond Hunger's social media and on our give page under "active community fundraisers", but it is your responsibility to promote it amongst your networks.
- We can provide reporting on funds raised bi-weekly or weekly depending on the length of your campaign. But if you are intending on sending details out to your team or want to thank individuals, you may be better served having a peer-to-peer fundraising page. That way you can set up your own team and contact them straight from the site.
- The previous pages highlight the customizable opportunities for your fundraiser BUT you do not need to provide all the media. Typically most fundraisers send a couple of pictures, a link, and some verbiage. We also have a gallery of images to use for backgrounds, etc.
- We will send you the donation link prior to the start date for your approval and any last minute edits or changes
- If you need to extend your campaign past a certain date, just let us know.

Thank you for your creativity and willingness to go above and beyond to help end hunger! Contact [Teri](#) or [Lauren](#) today to get started.