

END FAMILY HUNGER



HOW YOUR BUSINESS OR GROUP CAN **MAKE AN IMPACT**

..... THIS SUMMER



QUESTIONS?

Contact Isabel Hoggatt
IHoggatt@hopelink.org
425.897.3710

WELCOME TO THE CAUSE

Thank you for your interest in hosting an online fundraiser for Hopelink! The COVID-19 crisis has turned our world upside down, and for thousands of families in Hopelink's service area, providing the basic need of food is at even greater risk than usual. We know that having enough to eat is fundamental to ensuring families remain healthy and stable, and by signing up your business or group to do an online fundraiser, you are supporting Hopelink's food program through raising money for Hopelink to purchase food for our community. Hopelink's belief in the power of community is how we will see our mission fulfilled, and through your partnership with this campaign we can help End Family Hunger this summer.

Aside from being easy, fun and rewarding, one of the best things about a group fundraiser with your team, church, business, or school group is the opportunity for you to unite for one common cause during this time of uncertainty and social distancing. I also encourage you to be as creative as you would like in setting it up! You can post on social media, send out emails, or add it to your newsletters. As a business you can also offer employee matching which can incentivize your employees to donate. The options are endless, so it's up to you!

This toolkit includes:

- ▶ Steps to set up your fundraising page
- ▶ Online Fundraising Tips
- ▶ A Communications Toolkit (including sample social media posts)

If you have questions about creating your fundraising page, about our End Family Hunger campaign or anything related to Hopelink, I'm happy to help. Just email me at IHoggatt@hopelink.org or give me a call at **425.897.3710**.

Thank you again for investing in your community through partnering with Hopelink! I look forward to working with you.

Best,

Isabel Hoggatt

Community Engagement Specialist



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HOW CAN YOU HELP?

[Click here to create a fundraising page.](#) It's a fun and easy way to support the cause and spread the word about hunger. Just follow the following steps and you'll be ready to go!

BECOME A FUNDRAISER



STEP 1

Click "**Become a Fundraiser**" to get started.

STEP 2

Simply create an account and click "Submit".

STEP 3

To set up the fundraiser for your business, group or team, click "**Join or Create a Team**".

STEP 4

Next click "**Create a Team**" and personalize the information for your fundraising team. Now, if your employees or team members would like to use their own personal network to fundraise, they can join your team (after you have created it) from the list of teams on the [fundraising home page](#). All the funds they raise will go towards your team's goal. Questions about this, don't hesitate to call **425.897.3710**

STEP 5

Now your page is created! You can share the link to your fundraiser as well as a personal texting code for your fundraiser. You will receive this information via the email you provided when you signed up.

STEP 6

You can always log into your page and edit/update your page along the way. Now you are ready to rally your supporters and spread the word about your drive. You can use social media, email, or printed materials to share your fundraiser.



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ONLINE FUNDRAISING TIPS



1. Share your passion for Hopelink's mission

Why is Hopelink important to you? Why did you choose to fundraise for Hopelink? By sharing your passion for giving back, your audience will make a connection to your story and want to be a part of it.



2. Kickstart your campaign

People will follow your lead, and by making the first contribution you are encouraging others to become involved.



3. Start close to home

Your most loyal supporters will likely be your closest friends and family. You will feel most comfortable sharing with them, and they are the most likely to donate. Start your campaign by sending messages to your community, and encourage them to spread the word to gain more support for your cause. Once you have raised contributions from those close to you, you can reach out to others using email and social media.



4. Spread the word!

Use social media, email, a newsletter or word of mouth to spread the buzz about your drive. When using social media, be sure to tag Hopelink and use the hashtag #fundraise4Hopelink so that we can show our gratitude to you, as well as your friends and family.



5. Keep it simple

Simply attach your fundraising link to your social media post, email or whichever means of communication you choose. Simplicity will ultimately lead to a more successful fundraiser!



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COMMUNICATION TOOLKIT

Here are some sample posts to help you spread the word about your fundraiser.

[Click here to download our media kit for images to use with these posts.](#)

Sample posts to help you get started:



 Tweet:

A little goes a long way! Help me support [@Hopelink](#) by donating to my fundraising page for their End Family Hunger campaign at {LINK HERE}



 Facebook post:

I am partnering with [@Hopelink](#) by fundraising to help End Family Hunger. Help me by donating online at {LINK HERE}. "Alone we can do so little, together we can do so much". -Helen Keller



 Instagram post:

A little goes a long way! Help support [@HopelinkHelps](#) by donating to my fundraising page.



 Personal email to your inner-circle:

Family and friends, please help me support Hopelink by making a donation through my fundraising page at {LINK HERE}. Even a small donation will help me achieve my goal! The process is easy, fast and secure. Together we can End Family Hunger. Thank you so much!

Join the conversation using
#HOPELINKHELPS

 facebook.com/hopelink

 twitter.com/hopelink

 [@hopelinkhelps](https://www.instagram.com/hopelinkhelps)

ONLINE FUNDRAISING FAQS

Is my donation tax deductible and will I get a receipt?

Yes and yes. Hopelink is a 501(c)3 non-profit organization and your donation is tax-deductible. To claim a donation as a deduction on your U.S. taxes, please keep your email donation receipt as your official record. Tax ID #91-0982116

Does Hopelink have resources to help us with our campaign?

Hopelink can help in various ways. [You can download our media kit by clicking this link.](#)

Are there other ways to donate?

There are many ways to get involved and help Hopelink. We have various ways to donate online. Just visit hopelink.org/take-action/monetary-contributions for more information.

Is my donation secure?

Absolutely! Through our partnership with Mobile Cause, we use industry's highest standard for security and privacy with a certification as a Payment Card Industry, Data Security Standard (PIC DSS) Level 1 service provider. We will not sell, trade or share your personal information with anyone else, nor send donor mailings on behalf of other organizations.

How can I learn more about Hopelink?

To learn more about the work that Hopelink is doing in our community, you can visit our website or contact us by phone or email: 425.869.6000, hopelink@hopelink.org.

What is Hopelink?

Hopelink is a nonprofit agency that helps homeless and low-income families and individuals in north and east King County gain stability and the tools needed to exit poverty. We serve 64,000 people every year.



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FOOD BANK LOCATIONS

Kirkland/Northshore

11011 120th Ave. NE
Kirkland, WA 98033
425.889.7880

Shoreline

17837 Aurora Ave. N
Shoreline, WA 98133
206.440.7300

Redmond

8990 154th Ave. NE
Redmond, WA 98052
425.869.6000

Bellevue

14812 Main St.
Bellevue, WA 98007
425.943.7555

Sno-Valley

31957 E Commercial St.
Carnation, WA 98014
425.333.4163
*Closed on Fridays



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