

END FAMILY HUNGER



HOW YOU CAN **MAKE AN IMPACT**

..... THIS SUMMER



QUESTIONS?

Contact Sara Sherrard
SSherrard@hopelink.org
425.559.5228

WELCOME TO THE CAUSE

Thank you for your interest in hosting an online fundraiser for Hopelink. It's been over a year since our world was turned upside down by the COVID-19 pandemic. Countless families in our community suddenly found themselves without a source of income or food, facing fear and uncertainty. But through it all, Hopelink has worked tirelessly to ensure that the members of our community most impacted by the pandemic continue to have their critical needs met.

By becoming a fundraiser, you are helping us ensure families can access the food they need to remain healthy and stable through these challenging times. With your partnership and support, we can help End Family Hunger!

Aside from being easy, fun and rewarding, one of the best things about hosting a fundraiser is the opportunity for you to be as creative as you would like in setting it up—even while remaining socially distant! You can host a birthday fundraiser through Facebook, conquer a fitness challenge for donations, or you can focus on sharing your fundraising page through social media and emails; the options are endless.

This toolkit includes:

- Step-by-step guide to creating your fundraising page
- Helpful tips for hosting a successful fundraiser
- Hopelink communications tools (including sample social media posts with text, images and sample emails)

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 **SSherrard@hopelink.org** or give me a call at **425.559.5228**.

Thank you again for partnering with Hopelink and supporting our community! I look forward to working with you.

Warm regards,

Sara Sherrard

Development Officer, Annual Giving



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GETTING STARTED!

Just follow the steps listed below and you'll be ready to start fundraising!

STEP 1

[Click here to start building your fundraising page](#). Complete the registration form with your personal information and select "**Become A Fundraiser**".

 **BECOME A FUNDRAISER**



STEP 2

Select "**Personalize My Page**". On this page, you can add a profile picture for your account, set your fundraising goal (this is a required field), and a message for your supporters. We will provide default messaging describing our End Family Hunger campaign, but if you'd like to edit this text you are free to do so. This is an opportunity to tell anyone who visits your page why you are passionate about Hopelink! Select "**Save**".

STEP 3

Congratulations, you've successfully created your fundraising page! Now it's time to rally your supporters. Spread the word among your friends and family to get them to participate. You can use social media, email, or even just a quick text message! When using social media, be sure to tag Hopelink and use the hashtag **#fundraise4Hopelink** in your posts.

STEP 4

Celebrate your success and contributions! 100% of the funds you help raise will go towards Ending Family Hunger. You and all your friends and family will have contributed towards ensuring families in our community can access the food they need to remain healthy and stable through these challenging times.



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HELPFUL 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. Get creative!

This is an opportunity for you to be as creative and imaginative as you would like. You can host a birthday fundraiser, conquer a fitness challenge for donations; the options are endless! If you're looking for some inspiration, [visit our website](#) for ideas to get your fundraiser started.



3. Kickstart your campaign

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



4. 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.



5. 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.



6. Follow-up!

Be sure to follow up with people you've shared your fundraiser with. Ask people to help you reach your next milestone or final goal. Send emails including highlights, milestones and additional reasoning for why your fundraiser matters.



7. 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!

HOPELINK COMMUNICATIONS TOOLS

Here are some sample emails and social media 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:

Facebook post:

I am fundraising for [@Hopelink](#) this summer to help ensure families in our community can access the food they need to remain healthy and stable through these challenging times. But I need YOU to help me reach my fundraising goal! Pitch in and help me End Family Hunger. Together we can make lasting change in our community! Find my fundraiser at {LINK HERE}. **#hopelinkhelps #fundraise4hopelink #endfamilyhunger**

Instagram post:

I am hosting a fundraiser for Hopelink, a local nonprofit providing critical services to our community, and need your support! Remember, a little goes a long way! Help support [@HopelinkHelps](#) by donating to my fundraising page. Find the link to my fundraiser in my bio. Thank you!
#hopelinkhelps #fundraise4hopelink #endfamilyhunger

Tweet:

[@Hopelink](#) provides critical services to our community and needs our support! Follow this link to help me reach my fundraising goal for Hopelink. {LINK HERE} **#hopelinkhelps #fundraise4hopelink #endfamilyhunger**

Personal email to your inner-circle:

Dear friends and family, please help me support Hopelink by donating to my fundraising page at {LINK HERE}. Since 1971, Hopelink has served homeless and low-income families, children, seniors and people with disabilities in King and Snohomish counties; providing stability and helping people gain the skills and knowledge they need to exit poverty and make lasting change in their lives. I am supporting Hopelink's mission by hosting an online fundraiser and need YOU to help me reach my goal. Even a small donation will make a big difference. The process is easy, fast and secure. Thank you so much!

Join the conversation using
#HOPELINKHELPS

 facebook.com/hopelink

 twitter.com/hopelink

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

FUNDRAISING FAQs

These are some of the most common questions we receive from our fundraisers, but if you have any questions not answered on this document, please feel free to reach out.

Are contributions towards my fundraiser tax deductible? Will contributors get receipts?

Yes and yes. Hopelink is a 501(c)3 non-profit organization and all donations are tax-deductible. For donations made online, remind your contributors to keep their email donation receipt as official record of their donation. For donations made via check, Hopelink will send a tax receipt to their mailing address. If your contributor is making a cash donation and would like a tax receipt, please be sure to record their contact information so a Hopelink representative can reach out. Our Tax ID is **#91-0982116**.

Does Hopelink have resources to help us with my fundraiser?

Hopelink is here to help you every step of the way throughout your fundraiser. Contact us at **SSherrard@hopelink.org** and we will be in touch to answer all your questions. You can use the previously provided communications tools as well as [additional media assets found here](#).

Are there other ways to get involved with Hopelink?

Of course! There are many ways to get involved with Hopelink. [Click here](#) for more information on all the ways to support Hopelink.

Is my donation secure?

Absolutely! Through our partnership with Mobile Cause, we use the 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 at **SSherrard@hopelink.org** or **425.559.5228**.

What is Hopelink?

Hopelink is a nonprofit organization dedicated to helping people make lasting change by promoting self-sufficiency for all members of our community. Every year, Hopelink serves around 65,000 homeless and low-income families, children, seniors and people with disabilities in King and Snohomish counties; providing stability for them to gain the skills and knowledge necessary to exit poverty.



QUESTIONS?

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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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