END SUMMER 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 partnering with Hopelink for our End Summer Hunger campaign. For nearly 15,000 children in north and east King County, summer vacation does not mean a chance to spend their summer days outside playing with friends. For the thousands of families in our community who rely on school-sponsored meal programs, the summer months promise little more than uncertainty.

The work we do to support these children and their families, with your continued partnership, is more crucial than ever. As our community continues to reel from the impact of the coronavirus pandemic, the lives of countless families and individuals may never be the same. Many continue to struggle as a direct result of the pandemic. We remain committed to supporting our community, but we need your support.

All kids deserve a summer free from worry. You can help provide the nutrition kids need to rest, recharge and play. **Will you partner with us to End Summer Hunger?**

This toolkit includes:

- Partnership opportunities
- Tips and tricks for success
- A communications toolkit (including images)

If you have questions about starting a fundraiser or food drive, about our End Summer 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 Coordinator

QUESTIONS?
Contact Isabel Hoggatt
ihoggatt@hopelink.org
425.897.3710
**HOW CAN YOU HELP?**

This summer your business or group can host a drive online or in person. We recently launched a new website where you can hold a food drive for Hopelink fully virtually!

**Steps to hosting a virtual food drive**

**STEP 1**
Go to: [https://hopelink.fenly.org/](https://hopelink.fenly.org/)
Click “Start a Virtual Food Drive” to register your drive.

**STEP 2**
Simply follow the steps to create your account and click “Submit”.

**STEP 3**
Now your page is created and ready to be personalized for your business or group. Look to the top right of your page to edit. You can set a goal, upload a video, or write a personal message to be seen on your page. You can always log into your page and edit/update your page along the way. If you have any troubles with editing, reach out to ihoggatt@hopelink.org.

**STEP 4**
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. View our page here with extra tips and tricks.

**QUESTIONS?**
Contact Isabel Hoggatt
ihoggatt@hopelink.org
425.897.3710
Steps to hosting an in-person food drive

STEP 1
Let us know you would like to start a drive for Hopelink’s End Summer Hunger Campaign. We will be accepting food donations from June 1st through July 31st. You can register your drive by emailing us at drives@hopelink.org.

STEP 2
Once your drive is confirmed, you can begin to collect food for Hopelink. The items below are our most needed items for this summer.

- Cereal
- Mac and cheese
- Peanut butter
- Jelly (no glass)
- Granola bars/single serve snacks
- Can tuna
- Plastic bottled jams/jellies (raspberry, strawberry, grape)

STEP 3
Plan and execute your food drive! There are many creative ways you can collect food for Hopelink.

- Ask a local grocery store for permission to hold a food drive outside on a busy day of the week (weekends work especially well).
- Place a Hopelink donation bin somewhere with high visibility. It can be at the entrance of your local gym, post office, library, grocery store, workplace, or school.
- Hold a food drive event! You can set up a food drive-through, host a live music party or a friends and family dinner, requesting everyone bring food to donate.
- Make it a competition! Place class against class, department against department, block against block, and see who can collect the most food for Hopelink.

STEP 4:
Now that your food is collected, you can drop it off at any of our food bank locations Monday through Fridays 9 a.m. to 5 p.m.. There will be a Hopelink staff member there to help receipt your food donations. NOTE: If your donation is ever over 500lbs (a full carload), please schedule a time to drop off at our warehouse by emailing drives@hopelink.org.
COMMUNICATION TOOLKIT

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

SAMPLE EMAIL FOR POTENTIAL CONTRIBUTORS:

Dear friends and family,

Please help me support Hopelink by donating through 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. Thank you so much!

SAMPLE FOLLOW-UP EMAIL:

Dear friends and family,

I am continuing to work towards my fundraising goal for Hopelink and am following up to ask for your support! I am just $[________] shy of reaching my final goal of fundraising $[________] for Hopelink. If you haven’t contributed already, consider donating to help support Hopelink as they continue their dedicated work helping people in our community. Thank you to those who have already helped me towards my goal, together we are making lasting change in our community!

SAMPLE SOCIAL MEDIA POSTS

Sharing your fundraiser through posting on social media is a great way to gain supporters and get closer to your fundraising goal! Below are some sample posts you are welcome to use. Be sure to use our #fundraise4hopelink hashtag so we can comment on your post and thank you for your fundraising efforts!

/Twitter

Tweet #1: A little goes a long way! Help me support @Hopelink by donating to my fundraising page. [LINK HERE] #fundraise4hopelink

Tweet #2: @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] #fundraise4hopelink

/Facebook Square

Facebook post #1: I am partnering with @Hopelink by hosting a fundraiser to help people in our community receive critical services. Help me by donating online at [LINK HERE]. "Alone we can do so little, together we can do so much" - Helen Keller #hopelinkhelps #fundraise4hopelink

Facebook post #2: Hi friends! I'm fundraising for Hopelink because they do amazing work in our community, and I'd like to invite YOU to be a part of this effort and support my fundraiser. Help me reach my fundraising goal! Here is a link to my fundraiser [LINK HERE]. Thank you! #hopelinkhelps #fundraise4hopelink

/Instagram

Instagram post #1: 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

Instagram post #2: I am fundraising for @HopelinkHelps to help provide meals, emergency supplies, job training, transportation, and other critical needs for our community. Consider donating to my fundraiser and help me reach my goal. Together we can make lasting change in our community! Find the link to my fundraiser in my bio. Thank you! #hopelinkhelps #fundraise4hopelink

Click here to download our media kit for images to use with these posts.

Snapchat filter:

Take a photo of the snap code with the Snapchat app to get access to our custom filter.

Join the conversation using #HOPELINKHELPS

facebook.com/hopelink
twitter.com/hopelink
@hopelinkhelps
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 fundraise@hopelink.org and one of our staff members will be in touch to answer all your questions. You can also click here to download helpful communication assets including sample social media posts (images and text) and email messages.

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 Stripe, 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 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.
FOOD BANK LOCATIONS

- **Kirkland/Northshore**
  11011 120th Ave. NE
  Kirkland, WA 98033
  425.889.7880

- **Bellevue**
  14812 Main St.
  Bellevue, WA 98007
  425.943.7555

- **Shoreline**
  17837 Aurora Ave. N
  Shoreline, WA 98133
  206.440.7300

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

- **Redmond**
  8990 154th Ave. NE
  Redmond, WA 98052
  425.869.6000

HOPELINK CONTACT

- Isabel Hoggatt
  ihoggatt@hopelink.org
  425.897.3710