

Communication Toolkit



GET IN THE GAME



Sample Email to Employees, Clients and Friends of your Business:

(COMPANY NAME) is competing in Can Madness, an exciting food and fund drive tournament supporting Hopelink food banks. This year's competition is fierce and we need your help each week to win! Our goal is to raise \$1,000 and collect 1,000 pounds of food for Hopelink by April 6.

Here are three ways you can help us advance to the next round:

1. **Click here to become fundraiser:** *(Link to TEAM PAGE)*
2. **Donate food or funds.** Donate 6 canned items or \$10 (providing 4 meals for those in need). *(INSERT LINK TEAM PAGE)*
3. **Spread the word!** If you can't donate, please share this info on social media — or even send a quick email to a few friends.

Thanks in advance for your support. Go Team (YOUR TEAM NAME)!

SPREAD THE WORD



Facebook post: We are competing in #HopelinkCanMadness to support @Hopelink! Help us win by donating online at "LINK HERE" or by dropping off your non-perishable food donations! Everyone wins, hunger loses.



Tweet: A little goes a long way! Help me support @Hopelink by donating to our #HopelinkCanMadness team at "LINK HERE".



Personal email to your inner circle: Family and friends, please help me support Hopelink by making a donation through my page for Hopelink Can Madness. Even a small donation will help me achieve my goal and help my team win! The process is easy, fast and secure. Thank you so much!

Download graphics to include on your social media at:

hopelink.org/canmadness

Questions?

canmadness@hopelink.org

Fundraising Tips



1. Become a fund raiser

It's important that you set the pace for your team by creating your own personalized page and becoming a fund raiser. Demonstrate your commitment to the cause!

2. Get the ball rolling

It's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others feel more comfortable getting involved, and your progress bar will gain some color!

3. Add a personal touch: your WHY

We've put together an email template that you can use right from your fundraising page. The most important message you can add to your emails or social media is why you are participating in Hopelink Can Madness. Let your friends, clients and colleagues know why you think Hopelink's mission matters.

4. Start with your close contacts

Try sending quick personal messages to your inner circle to build momentum for your fundraising page or donation bin!

5. Continue thanking participants and updating social media

As more of your network gets behind your team and the cause, keep thanking them and make sure to share your team's progress! Try tagging people who have already donated while spreading your message.

6. Include a link to your page, and use the hashtag

Always include your team's fundraising page link when promoting the event on social media. This will make it easier for your supporters to take action and support the cause. Don't forget to use our hashtag **#HopelinkCanMadness** in your posts!