

END 
SUMMER
HUNGER



COLLECTIVELY WE CAN

MAKE A BIGGER IMPACT

..... THIS SUMMER

hopelink
hopelink.org

QUESTIONS?

Contact Faith Foster
FFoster@hopelink.org
425-985-0252

WELCOME TO THE CAUSE

Thank you for your interest in hosting an online fundraiser and/or drive for Hopelink! 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 and/or drive, 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 and/or drive with your team, church, business, or school group is the opportunity for you to unite for one common cause. 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! Feel free to reach out to Faith Foster for In-Person Drive coordination.

This toolkit includes:

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

Remember to tag us on social media!

If you have questions about creating your fundraising page, about our End Summer Hunger campaign or anything related to Hopelink, I'm happy to help. Just email me at FFoster@hopelink.org or give me a call at **425.985.0252**

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

Best,

Faith Foster

Community Engagement Program Manager

hopelink
hopelink.org

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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!

How to Start Your Online Fundraiser

STEP 1

Go to: [Start My Fundraiser](#)

STEP 2

Select sign up to become a fundraiser & create a team. Creating an account will allow you to personalize your team's fundraising page.

Our Online fundraising platform is designed to make starting your fundraiser quick, easy and includes the following features

- Custom Short URL for easy sharing
- Goal Tracking
- Customizable Team Image
- Easy Share Social Media Links
- Secure Check Out
- Updates & Comments Boards
- Anonymous Donation Options
- Team Ranking options for optional friendly competition

STEP 3

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. If you have any troubles with editing, reach out to Faith Foster FFoster@hopelink.org.



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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. 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, 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

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.

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:



 LinkedIn post:

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:

I am hosting a fundraiser for Hopelink, a local nonprofit providing critical services to our community, and need your support! Click the link in my bio to help support [@HopelinkHelps](#). #hopelinkhelps #fundraise4hopelink



 Personal email to your inner-circle:

Family and friends, please join me in supporting Hopelink by making a donation through my fundraising page at {LINK HERE}. Your support 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

 linkedin.com/company/hopelink

 @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 50,000 people every year.



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FOOD MARKET LOCATIONS

Kirkland/Northshore

11011 120th Ave. NE
Kirkland, WA 98033
425.889.7880
*Closed on Fridays

Shoreline

17837 Aurora Ave. N
Shoreline, WA 98133
206.440.7300
*Closed on Fridays

Redmond

8990 154th Ave. NE
Redmond, WA 98052
425.869.6000

Bellevue

14812 Main St.
Bellevue, WA 98007
425.943.7555
*Closed on Fridays
*After-hours drop box for
non-perishables

Sno-Valley

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



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