



# Hunger Free Holidays



## PEER-TO-PEER TOOLKIT

Thank you for joining The Greater Boston Food Bank's (GBFB) Hunger Free Holidays campaign! This toolkit contains all that you need to host a successful fundraiser.

### Contents

- Plan your Fundraiser
- Fundraising Ideas
- Sample Social Media Posts and Talking Points
- Sample Fundraising Email
- Fillable Flyer

### For more information, contact:

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# Hunger Free Holidays



Make the holidays  
hunger free for  
those in need.

## PLAN YOUR FUNDRAISER



### **Gather**

Gather your colleagues, friends, and/or family to form a fundraising team and register your team online at [GBFB.org/Holidays](http://GBFB.org/Holidays)



### **Personalize**

Personalize your fundraising webpage by including a picture and why you are raising money for the Hunger Free Holidays campaign to connect people with your cause.



### **Share**

Share your campaign with your network by sending a personalized email or via your social media network. Be sure to tag [@Gr8BosFoodBank](https://twitter.com/Gr8BosFoodBank) and use the hashtag [#HungerFreeHolidays](https://twitter.com/HungerFreeHolidays)



### **DOUBLE YOUR IMPACT!**

Check to see if your company will match your donations!

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## FUNDRAISING IDEAS

**Here are some ideas for fun ways to raise funds or come up with your own way to get your team and community involved!**

- Host an event and donate all or a portion of the proceeds.
- Collect Donations. For example, are you hosting Friendsgiving? Ask your friends to donate to your fundraiser so those in need can enjoy a health holiday meal!
- Ask for donations in lieu of holiday gifts.
- Keep a change jar on your desk or counter and have others donate spare change.
- Host a denim day at your school or office to bring awareness to Hunger Free Holidays.
- Lose the Latte: ask your friends and colleagues to skip their morning coffee for a day or one week and donate to your campaign instead.
- Provide a link to GBFB.org/Holidays from your corporate intranet driving your team members directly to our donation page.



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## SAMPLE TALKING POINTS AND SOCIAL MEDIA POSTS

### Talking Points

- This holiday season, The Greater Boston Food Bank (GBFB) plans to distribute 14 million healthy meals across Eastern Massachusetts.
- Make the holidays hunger free for those in need. Give the gift of a healthy holiday meal for just \$20.
- 1 in 11 people across Eastern Massachusetts is food insecure. 1 in 8 are children.
- Last year, GBFB distributed over 12 million pounds of food - the equivalent of 10 million meals.

### Social Media Posts



USE #HUNGERFREEHOLIDAYS AND TAG  
@GR8BOSFOODBANK

- Join me to help @Gr8BosFoodBank provide 14 million healthy holiday meals to those in need #HungerFreeHolidays <insert fundraiser URL>!
- Join me and @Gr8BosFoodBank and let's make the holidays hunger free for those in need. #HungerFreeHolidays <insert fundraiser URL>!
- Give the gift of a healthy holiday meal for just \$20. Donate to @Gr8BosFoodBank #HungerFreeHolidays <insert your fundraiser URL>!
- Feed five neighbors for just \$20. Donate to @Gr8BosFoodBank #HungerFreeHolidays <insert your fundraiser URL>!
- Give a holiday tradition for just \$20, which provides a holiday meal for up to 5 people. Donate to @Gr8BosFoodBank #HungerFreeHolidays <insert your fundraiser URL>!



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## SAMPLE FUNDRAISING EMAIL (CORPORATE)

### SUBJECT LINE SUGGESTIONS:

- Support The Greater Boston Food Bank today
- You can help make the holidays hunger free for those in need
- Help provide healthy holiday meals to those in need

Dear [NAME],

This holiday season, The Greater Boston Food Bank (GBFB) will distribute more than 14 million healthy meals to those in need across Eastern Massachusetts and we are proud to support this effort.

You can help by supporting the Hunger Free Holidays campaign to raise funds to provide healthy holiday meals to neighbors facing hunger.

Your support will help to provide food for the more than 140,000 people who receive food from GBFB each month. You can make a contribution today by visiting [GBFB.org/Holidays](http://GBFB.org/Holidays). Every \$20 donation will provide a healthy holiday meal for five neighbors, allowing them to enjoy this tradition and make the holiday season brighter.

Together we can end hunger here.

Thank you for your generous support!

Sincerely,  
[SIGNATURE]

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## SAMPLE FUNDRAISING EMAIL (PERSONAL)

### SUBJECT LINE SUGGESTIONS

- Help me provide 14 million holiday meals this season
- Donate to my #HungerFreeHolidays fundraiser today
- Join my team and support GBFB's Hunger Free Holidays campaign

Hello [NAME]!

This holiday season, The Greater Boston Food Bank (GBFB) will distribute 14 million healthy holiday meals to neighbors in need across Eastern Massachusetts. I am raising money on behalf of GBFB's Hunger Free Holidays campaign! I would love your support by donating or signing up to join my fundraising team! A \$20 donation provides a healthy, holiday meal for up to five neighbors.

I am supporting GBFB because ending hunger is a cause that is very important to me. Each month, GBFB provides food to over 140,000 people in 190 cities and towns across Eastern Massachusetts. The holidays are such a special time of year and supporting Hunger Free Holidays will ensure that members of our community have a happy, hunger free holiday season!

Let's work together to help GBFB reach their 14 million meal goal today. You can donate now or sign up to join my fundraising team and help to raise additional funds.

Together we can end hunger here.

Happy Holidays!  
[NAME]

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# Make the holidays hunger free for those in need.

The Greater Boston Food Bank's Hunger Free Holidays campaign will provide 14 million healthy holiday meals this season.

Join our team and let's ensure that everyone enjoys the tradition of a holiday meal.

Join us.

WHEN:

DONATE ONLINE:

CONTACT:

