

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

Team Captain Fundraising Toolkit

About the **Los Angeles Regional Food Bank**

About the Los Angeles Regional Food Bank

Fighting Hunger in Our Community

The Los Angeles Regional Food Bank has been mobilizing resources to fight hunger in Los Angeles County since 1973. Food and grocery products, collected from hundreds of resources, are distributed through a network of more than 600 partner agencies and through Food Bank programs serving hundreds of thousands of people monthly.

What you raise or give can multiply in impact when combined with other cash donations, purchased and donated foods so that 97% of every dollar goes back to the community.



Hosting a Fundraiser



Hosting a Fundraiser

Fight Hunger with Every
\$1 You Raise or Give

You can make a huge impact on our hungry neighbors with just the minute it takes to set up a fundraising page.

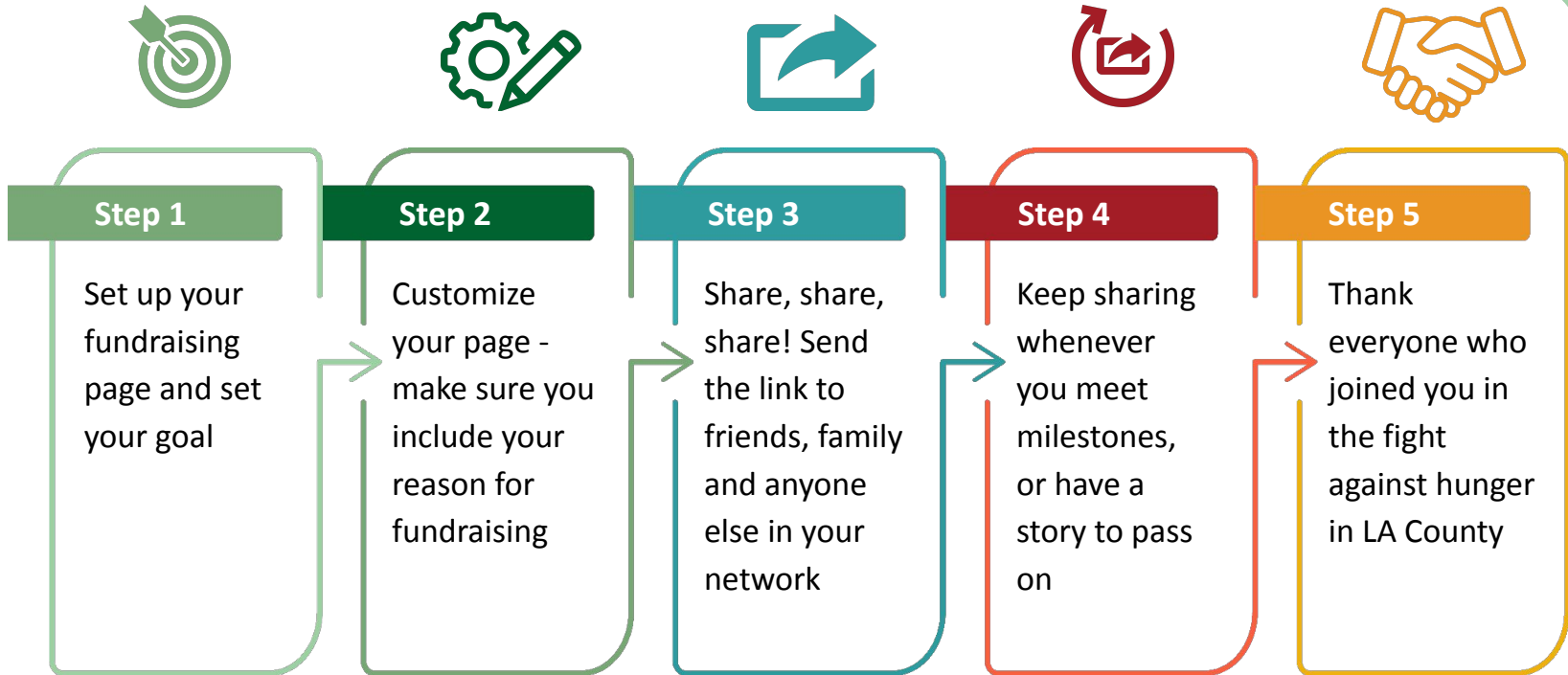
#WeFeedLA and Virtual Food Drives are there to empower you and others in our community to help our neighbors in need and energize our networks in getting involved in hunger relief.

Your efforts will provide nutritious food to many individuals, families, children and seniors throughout LA County!

You can learn more at LAFoodBank.org/WeFeedLA.



Steps for a Successful Fundraiser



LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

Sharing Your Fundraiser

Inspire Your Network to Give

Connect **Via Email**

Connect Via Email

A Few Tips and Templates

STEP 1

Start with family and close friends - these are the folks most likely to give!

STEP 2

Send to coworkers, friends of friends, casual acquaintances, and anyone and everyone in your address book.

STEP 3

Sit back and watch the donations roll in!



Initial Campaign Email – Donation Request to Friends and Family

Dear Friends and Family,

This year, I would like to raise awareness and funds to fight hunger in the Los Angeles community. I have made a commitment to support this cause because [YOUR ANSWER HERE]. The money we raise will go to the Los Angeles Regional Food Bank to provide nutritious meals to our neighbors in need.

I am asking for your support to improve the lives of those in need. My personal goal is to raise [FUNDRAISING GOAL]. Please help me reach my goal by making a contribution now. You can visit my fundraising page at [INSERT LINK] to make a secure gift online.

I invite you to join me in making a difference in our community. Thank you in advance for your generous support!

Sincerely,

Your Name Here



Mid Campaign Email – Donation Reminder to Friends and Family

Dear Friends and Family,

You might have heard that I am fundraising to support the Los Angeles Regional Food Bank. This cause is very important to me because [YOUR ANSWER HERE]. I am encouraged by the support I have already received, but I still need help reaching my fundraising goal of [INSERT DOLLAR AMOUNT].

Would you be willing to contribute to my fundraiser? A gift of any amount would mean the world to me. To donate, simply click the link to my fundraiser: [INSERT LINK TO FUNDRAISER]. It would also mean a lot if you could share my fundraiser link on social media. The more exposure I get, the faster I will reach my fundraising goal.

I would love to talk to you in person about my fundraiser, so please do not hesitate to reach out.

Sincerely,

Your Name Here



Final Campaign Email – Donation Reminder to Friends and Family

Dear Friends and Family,

I only have [NUMBER] days to finish fundraising for the Los Angeles Regional Food Bank. If only [INSERT NUMBER] people donated [INSERT DOLLAR AMOUNT] to my fundraiser, I would [be able to meet my fundraising goal/make significant progress toward my fundraising goal].

Would you be able to help make this a reality? To donate, just click the link to my fundraiser: [INSERT LINK]. It would also really help if you could share my fundraiser link with everyone you know. The more eyes on my fundraiser, the better!

I appreciate all of your support! I would not be able to accomplish my goal without your help.

Sincerely,

Your Name Here



Thank You Email – End of Campaign

Dear Friends and Family, I want to thank you for helping make a positive difference. Thanks to your generosity, we were able to raise [AMOUNT OF FUNDS] that will help the Los Angeles Regional Food Bank continue to serve people facing food insecurity.

I encourage you to stay involved and support their mission to mobilize resources to fight hunger in our community. Here are a couple of ways to stay involved and continue helping our neighbors in need:

- Start your own fundraising campaign
- Become a monthly donor
- Volunteer at the Food Bank

Thank you again for all of your generous support!

Sincerely,

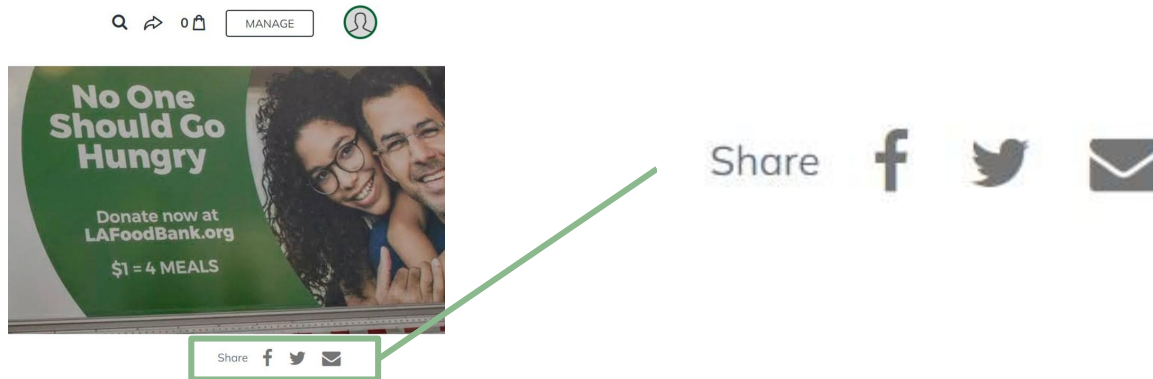
Your Name Here

Share Via **Social Media**

Share Via Social Media

Inspire on Your Socials

1. Share your fundraiser! You can do so by clicking on any of the icons below:



2. Make sure to share any progress updates - people are more likely to give the closer you are to your goal
3. Make sure to tag us at @lafoodbank (follow us too for any updates!)
4. Be sure to use the hashtag #WeFeedLA on all your platforms
5. Download graphics you can use for Facebook or Instagram here



Sample Social Media Posts



Profile Name ✓
@username

No child should go hungry in our community. Help me fight hunger and give hope to hungry kids in LA. Make a donation to my Virtual Fundraiser here: [link] #WeFeedLA @LAFoodBank

50

85

123



profilename
19 July at 06:24 · 🌐

I'm raising money for the @LAFoodBank through their #WeFeedLA campaign. If you'd like to chip in, please check out my Virtual Fundraiser page at [link]. Every \$1 donated to this campaign makes a huge difference in our community, so give generously and spread the word! #WeFeedLA

👍 Josue Venegas and 45 others

25 comments 15 shares

👍 Like

💬 Comment

➦ Share



profilename

I'm raising money for the @LAFoodBank for the #WeFeedLA campaign. If you'd like to chip in, please check out my Virtual Fundraiser page at [link]. Every \$1 donated to this campaign makes a huge difference in our community, so give generously and spread the word! #WeFeedLA

Increase **Your Impact**

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

Increase Your Impact - Get Your Company Involved Matching Gifts

Does your company offer a matching gift program? These matching gifts will provide more meals to our neighbors in need and count towards your total fundraising goal.

Check with your employer to see if they will match your donation today!



LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

Additional Resources

Classy Support

[How to Create a Fundraising Page](#)

[How to Edit a Fundraising Page](#)

[All Classy help articles](#)

LA Regional Food Bank Info

[The LA Regional Food Bank's Mission](#)

[Hunger in Los Angeles County](#)

Videos

[About the Los Angeles Regional Food Bank](#)

Downloadable templates

Social Media Graphics

[Flyer/Fact Sheet](#)

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

THANK YOU!

Your fundraiser means that so many of our neighbors will have access to the nutritious food they need. Thank you for making a difference in our community!

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.

Contact

Amy Hasquet

ahasquet@lafoodbank.org

(323)234-3030 x140