



2016 CalFresh Challenge

Fundraising Toolkit



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We are so excited to have your participation in the **2016 CalFresh Challenge!**

Thank you for stepping forward to make a difference in the lives of San Diegans throughout our community. This Fundraising Toolkit has everything you need to get started. Have a question? Contact Kecia Harper at kecia@sdhunger.org anytime!

What is an Individual Fundraiser vs. a Fundraising Team?

An Individual Fundraiser is any single person who raises funds on Crowdrise through the 2016 CalFresh Challenge to support the San Diego Hunger Coalition and its mission to end hunger in San Diego County. A Fundraising Team is a group of people who join together for this purpose. A team can be made up of friends, family, neighbors, classmates, coworkers ... anyone!

How do I raise funds an Individual or a Team?

Setting up your fundraising page is easy! It's also a fun way to raise money for the Hunger Coalition.

Step 1. Register online at www.crowdrise.com/the2016calfreshchallenge. Click on the green "TAKE THE CHALLENGE" button. You will be prompted to select "Start Your Fundraiser" or "Take the Challenge". Please click "Take the Challenge" and you will next be asked to register for: (a) the 1-Day Challenge or (b) 2 or More Day Challenge. Please make your selection and click "Next Step".

Step 2. Select a fundraising option. Next you will be asked to "Set up your Fundraiser". You can either join an existing team, create a team or fundraise as an individual. Please select which option you prefer.

Set up your Fundraiser

[Skip This Step](#)
I only want to register.

JOIN A TEAM



I'm fundraising with an existing team

CREATE A TEAM



I want others to help me fundraise

FUNDRAISE AS AN INDIVIDUAL



I'm fundraising on my own

Whether you join a team or create a team, now is the time to recruit family, friends, coworkers and neighbors in the fight against hunger in San Diego. People want to help; give them a chance. When you find a new team member, ask them to invite their family, friends or coworkers to take the Challenge and join your team!

- Step 3. Set a personal fundraising goal.** We encourage each Challenge participant to set a fundraising goal of at least **\$250**. If you created your own team, as Team Captain, you may want to set a higher goal.
- Step 4. Customize your own fundraising page on Crowdrise.** Tell your personal story and let people know why you are taking the Challenge and raising funds for SDHC. Post photos or a short video if you want! This is your opportunity to tell people why you are passionate about ending hunger and what each donation means to you.
- Step 5. You're all set – raise awareness and money!** More tips and tricks – and a sample email – are included in this packet. The easiest way to raise money is simply to send an email and ask. Your friends and family want to support your cause!
- Step 6. Take the 2016 CalFresh Challenge on September 19 (through September 25, if you wish)!** You (and your team) are making a difference in the fight against hunger in our community and we are so grateful for your support!

We encourage all of our 2016 CalFresh Challenge participants to fundraise! It is a great way to raise awareness about CalFresh – a vital source of nutrition for low-income families in our community. It is also an impactful way help the Hunger Coalition to remove barriers to food resources and permanently disrupt the cycle of poverty for families needing food assistance.



Setting Your Fundraising Goal

Every dollar you raise during the CalFresh Challenge brings the San Diego Hunger Coalition one step closer to ending hunger in San Diego County!

While we are grateful for any amount raised – small and large – we encourage each team member to raise at least \$250. This can be an easy goal if you follow the fundraising tips provided here. If you really want to challenge yourself or your team, set the fundraising goal even higher! **Remember, the money raised is going toward the vision of the San Diego Hunger Coalition – that everyone in San Diego County has enough food for an active, healthy life!**

We will be recognizing extraordinary fundraising achievements through our ***Sustaining Friends Circle***. Individuals who raise \$250 or more toward this year's 2016 CalFresh Challenge will be awarded a keepsake tote bag and special recognition on the Hunger Coalition website.

Are you ready to join the SDHC ***Sustaining Friends Circle*** and smash your fundraising goals? Your first step is to set your fundraising goal to \$250 or more. Then start contacting family, friends, neighbors and coworkers to donate to your page or join your team. You and your team members can easily raise \$250 in just ten days by following these easy tips!

Raise \$250 in 10 Days!

DAY	ACTION	TOTAL RAISED
1	Sponsor yourself for \$25	\$25
2	Ask a friend for \$25	\$50
3	Ask your supervisor for \$25	\$75
4	Ask your spouse for \$25	\$100
5	Ask your neighbor for \$25	\$125
6	Ask your coworker for \$25	\$150
7	Ask your family member for \$25	\$175
8	Ask your local store owner for \$25	\$200
9	Ask another friend for \$25	\$225
10	Ask another family member for \$25	\$250

Telling your Challenge Story!

Your personal story is the most powerful tool you have when it comes to raising funds for the Hunger Coalition. Whether you have personally experienced food insecurity or you simply cannot fathom why one of America's wealthiest counties currently has over 400,000 residents without enough food to eat, your story and passion for ending hunger changes the CalFresh Challenge from an abstract exercise to something that personally affects real people in our community.

Share your story by email or social media using #CalFreshChallenge. Then ask people to help you make a difference!

Send an email to everyone in your email address book! Email is an easy and effective way to raise funds. Use the sample email provided on the next page to get started or contact kecia@sdhunger.org for help writing your email today!

When you're composing an email, writing a fundraising webpage or posting to social media, consider making these elements part of your appeal.

- **Your personal story.** Let people know why you are taking the Challenge.
- **Information about the San Diego Hunger Coalition.** Show how SDHC is leading the fight against hunger in our community. See the sample email included in this packet for more information.
- **Your fundraising goal.** Ask for their support in helping you meet the goal.
- **The donation process.** Tell them how easy it is to make a donation to your fundraising page. Supporters can use their phone, computer or any mobile device! Donations can be made in under 30 seconds.
- **Simply ASK for their support.** You'll be surprised how many people are willing to help if you just ask.
- **Ask your best supporters to forward your email.** Ask the grandparents, aunts/uncles, siblings in your family to *forward* your email to their friends and family. Simply forwarding your emails, extended family can help you meet fundraising goals.

Who should you ask?

Friends, neighbors, coworkers, businesses that you frequent... everyone!

Your email address book and holiday card list is a good place to start – then work from there!



Sample “Fundraising” Email/Letter

Dear Friends and Family,

I'm so excited to be taking the 2016 CalFresh Challenge!

I am taking the Challenge to raise awareness about hunger in our community and experience what it is like to eat on the average CalFresh (food stamp) benefit for each person in San Diego – only \$4.27 per day and \$29.89 per week. I hope I can gain perspective for what life may be like for thousands of low income San Diegans, even though my experience cannot compare to the real challenges that low-income families face week after week.

I'm also taking the Challenge to raise funds for the San Diego Hunger Coalition. The San Diego Hunger Coalition tirelessly works to defend our community against hunger. My goal is to raise \$250 or more by September 30, 2016. Please join me in making a gift on my personal fundraising page at [www.crowdrise.com/the2016CalFreshChallenge/\[YourPersonalURL\]](http://www.crowdrise.com/the2016CalFreshChallenge/[YourPersonalURL]).

YOU CAN HELP FIGHT HUNGER TODAY!

Your gift of \$4.27 – the average daily CalFresh benefit – for each day that I plan to stay on the Challenge would go a long way toward ensuring that every man, woman and child in our community has access to the food they need.

Thank you in advance for your support. I believe that with friends, relatives and colleagues like you, an end to hunger in our region is truly in sight.

With gratitude,
[Your name]

P.S. Please make a gift today – my goal is \$250 and no donation is too small (or too large). [www.crowdrise.com/the2016CalFreshChallenge/\[YourPersonalURL\]](http://www.crowdrise.com/the2016CalFreshChallenge/[YourPersonalURL])

Other Fundraising Tips

- **Set a good example.** You should be your own first sponsor. Encourage team members (if any) to do the same.
- **Spread the word.** Use **#CalFreshChallenge** to share your experience on Facebook, Instagram and Twitter. Post photographs of your Challenge meals and selfies when you Challenge shop! Supporters want to see your efforts!
- **It never hurts to ask!** Send your message to your family, friends, coworkers and everyone you know and ask them to forward your email to people they know.
- **Start an email campaign.** Ask for their support in helping you meet the goal.
- **Ask for donations instead of gifts.** Have a birthday or special occasion coming up? Let people know you'd prefer a donation to your 2016 CalFresh Challenge rather than a gift.
- **Enlist your employer's support.** There are many ways that employers can help you. Top fundraisers can be awarded a premium parking spot for a week or a special casual day. We find that businesses are excited to support a good cause!
- **Take advantage of corporate matching gift programs.** See if your employer has a matching gift program. Encourage your team members to do the same. This is an easy way to potentially double your fundraising total!
- **Turn a luxury into a donation.** For a week or a month, divert the money that you would have spent on a movie, manicure or dinner out to the 2016 CalFresh Challenge. Encourage your team to do the same.
- **Thank your donors.** Whether your donors contribute \$5 or \$250 to your fundraiser, please make sure that you thank them right away. Please see the sample "Thank You" email for ideas!



Sample “Thank You” Email/Letter

Dear Friends and Family,

On behalf of the San Diego Hunger Coalition, thank you so much for donating to my fundraiser!!

My CalFresh Challenge experience is meaningful but short, while *thousands* of low-income San Diego residents grapple with not having enough healthy food to eat week after week. That is why each year, the Hunger Coalition brings organizations across San Diego County together -- to fight against hunger through programs like CalFresh.

Because of supporters like YOU the Hunger Coalition can improve San Diego's existing hunger programs and strengthen the network of local food assistance services. If you would like to learn more about the important work of the Hunger Coalition, please visit www.sdhunger.org.

Thank you again for your support!

With gratitude,
[Your name]



NOTE: Every contributor to your fundraiser will receive an automatic thank you note from CrowdRise. You can, however, create a more personal thank you note like the one above. To do this, please click the “Edit Your Fundraiser” tab at the top of your fundraising page. Scroll to the bottom of the “Edit Your Fundraiser” page and click on “Advanced Settings”.

Once there, you can click on the “Edit Custom Thank You Email” as shown to the right and type your custom thank you note in the space provided. Don’t forget to check the “Use Custom Thank You Email” box and save your changes when you are finished!

DONATION EMAIL SETTINGS

[Edit Custom Thank You Email](#)

☒ Use Custom Thank You Email

☐ Use Default CrowdRise Thank You Email

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Frequently Asked Questions

Q: Can you tell me more about CalFresh?

A: CalFresh, the federal Supplemental Nutrition Assistance Program (SNAP) in California, formerly known as “food stamps”, is a vital source of nutrition for local families with incomes below 200% of the federal poverty line. Over 60% of CalFresh recipients are children, elderly and people with disabilities – our community's most vulnerable residents.

For households experiencing chronic food insecurity, CalFresh is the most important solution to food scarcity. While food pantries supply essential emergency food provisions, CalFresh is our community's first line of defense against hunger because it provides steady food assistance to participants *throughout* economic hardships and allows them to shop for healthier, fresher food options in locations conveniently located to their work and homes.

Q: Can you tell me more about the San Diego Hunger Coalition?

A: The San Diego Hunger Coalition is a 501(c)(3) nonprofit organization that leads coordinated action to end hunger in San Diego County through education, research and advocacy. The San Diego Hunger Coalition strengthens the network of local food assistance services by increasing access to CalFresh, school meals and other and other federal child nutrition programs. Through the work of the San Diego Hunger Coalition, each year thousands of children, veterans, disabled persons, military households, senior citizens and families facing temporary hardship are connected to vital food assistance.

Q: What will the funds raised be use for?

A: The Hunger Coalition will use the funds to provide training, technical assistance and coordination to community-based organizations and San Diego County school districts to expand and increase participation in CalFresh, school lunch, school breakfast, summer and after school meal programs. Additionally, funding will go toward conducting research, policy analyses and advocacy to: inform legislative and administrative policy decisions affecting hunger and poverty; educate key stakeholders and the public about the root causes of hunger; and identify practical and cost-effective solutions to end hunger in San Diego County. The primary goal of the Hunger Coalition is to ensure that everyone in San Diego County has enough food for an active, healthy life.

Q: Why should I set up a fundraising page?

A: Statistics show that online fundraising is the fastest and most effective method for raising money on a broad scale. People donate 3 times as much using their credit card as they do writing a check. And a fundraising challenge is fun!



Please note that the San Diego Hunger Coalition is a 501(c)(3) charitable organization – all donations are tax-deductible to the fullest extent allowable by law. EIN # 30-0507718.