



**Congratulations!** You've decided to host an Outreach Inc. food packaging event and partner with us to help feed the food insecure throughout the world. Past event hosts speak in glowing terms of their experience and how they watched the pieces come together and the hard work pay off in ways they never anticipated.

### **The First Steps**

When discussing the details of an event, you must establish 3 things before any planning or fundraising can begin. You must decide when, where, and how many meals are to be packaged. Once this is recognized, additional steps of the planning process may begin. This manual is designed to assist you with the fundraising portion of hosting your food packaging event. Collected here are ideas that have been effective with past event partners and a few newer ideas. Creativity is paramount, and flexibility is a close second in approaching your fundraising efforts. Depending on the size of your event, you may want to consider developing a fundraising committee.

- Determine how the donations will be handled.
- Select a fundraising chair to track fundraising efforts and ensure businesses/groups are not contacted by multiple people.
- Map out dates, funding goals and divide up fundraising targets.
- Select a fundraising treasurer.
- Donations/Sponsorships should be reported and recorded by the treasurer and the forwarded to Outreach. All payments are best handled by check (made payable to Outreach) or by using PayPal via our website [www.outreachprogram.org](http://www.outreachprogram.org).
- See fundraising chair and treasurer worksheets in this manual.
- Select a fundraising secretary to be responsible for thank you notes to donors. See attached thank you sample at the end of this manual.
- List your fundraising target contacts.
- Script, letter, and/or email copy (see script in appendix).

## **Receiving Donations and Sponsorship Funds**

Be clear in how a potential donor should give their donation. Once collected, donations should be recorded by the secretary or treasurer. Donations should be thanked promptly in writing by the event committee. Outreach will send a written donation receipt as funds are deposited into our account. Outreach staff will keep a record of how much your group has raised.

## **Sales Tips**

When approaching a potential sponsor, the fundraising committee should ask of each targeted business, "What is in it for them?" If you can have even a simple answer to that question when you meet with that business representative, and show how sponsoring the food packaging event will give positive exposure to the business, you will be more successful in securing sponsors. If they are not interested in sponsorship, offer them a chance to donate on a smaller scale. When potential donors realize the impact they can have by donating a relatively small amount, they are excited to give. Here is some simple math that can guide your efforts.

Each nutritious meal only costs .25 cents.

Each package of six meals only costs \$1.50.

A simple donation of \$10.00 will provide a meal to 40 people.

For \$54.00 a donor can purchase one box, providing 216 meals.

## **Hands on Involvement**

In the course of coordinating thousands of volunteers to package meals, we have found that people are excited to have the ability not only to donate, but to participate. Most donor opportunities only present the chance to contribute financially. Americans, especially Iowans, crave the chance to "work with their hands." This is what makes a packaging event a great reason to get involved.

## **Strategy**

Each organization may garner interest in donations and sponsorships by sending out information to prospective contributors; advertising in local newspapers and/or social media; and phone call solicitations. However, the most effective fundraising approach is face to face communication.

## **Potential Funders**

This list provides a lot of great options for targeting sponsorships and donor groups.

- Churches

The Ministerial Alliance is a great way to present to several church representatives at once. Be sure to ask if you can make a presentation at their church or board meeting.

Local Mission Committees are a great way to get the word out about your event. These committees address activities going on in the local area.

- Businesses

- Individuals

Friends

Family

Faculty

- Community Organizations

City Council/City Commission

Rotary Club

Kiwanis

Knights of Columbus

Lions Club

- School Districts

Brings your event to the spotlight by sending home flyers with school children

Educational opportunities

### **Presentations**

Using the list above, ask if you can make a presentation to their group. Many of the groups listed have time allotted in their meetings for presentations. Even if you don't get a sponsorship or a donation from the group itself, the presentations are a great way to raise awareness and spread the word about your event. Be sure to bring flyers and handouts. Many of the attendees are community leaders and are more than happy to distribute materials for you.

This is your event so the sky is the limit on ways that your group can create special events to raise funds and awareness throughout the community. Here are some great ideas that have proven effective in the past.

- Ask your employer about matching your charitable donation. Many companies have such a program and can multiply your donation dollars.
- Ask business owners to place a “Donation Box” in their establishment to collect donations. This could also extend to your church, class, club, office or any organization you’re involved with.
- Present Outreach as a service project to your school. This gives kids of all ages an opportunity to raise money for your cause.
- Mini M&M Tubes – fill one Mini M&M tube with quarters. A tube will hold \$14.00. At .25 cents a meal, \$14.00 provides 56 meals.
- Keep the Change – Pay for everything you can in cash for the next few weeks and watch the change build up. You will be surprised at how much one can accumulate in a short period of time.
- Sponsorships – Ask friends, family, classmates, and coworkers to sponsor you for this event. A \$25 donation will make 100 meals at .25 cents per meal.
- Skip the Soda – When you eat out, drink water instead of soda. Put the savings towards your meal packaging event.
- Coin Boxes – Put a coin box in a common area of your home (laundry room), church (fellowship hall), or business (lunch area). Suggest a donation equal to the cost of a fast food meal or a movie ticket. A \$10 donation makes 40 meals at .25 cents a meal.
- Casual Dress Day – Make sure to advertise the event by posting flyers on bulletin boards or by sending out emails to colleagues. On casual day, ask the office manager to collect funds from all who are dressed down.
- Service Auction – Everything from a haircut (from a hairstylist) to walking your dog, photography session or piano lessons.
- Hunger Banquet – Upon arrival, guests will be randomly assigned to dine in sections representing different segments of the world’s population. Speakers can give a presentation on world hunger statistics and how your event is having a positive impact on the world.

Guests assigned to the upper 15% group will be served a three course steak dinner.

Guests assigned to the middle 25% group will be served a moderate dinner of hamburger helper.

Finally, those assigned to the lower 60% group will dine on bread and water.

- Bake Sale – You will be amazed at what a \$50 grocery investment can return when selling homemade cookies, brownies, and bars.
- Involve local business – Ask the businesses in your community to sponsor a certain number of meals. For example, a \$50 donation will provide for 200 meals. Also, invite the business associates to pack those meals.
- Benefit Dinners – You can work with someone locally to have a meal catered or the meal can be prepared by volunteers. Ask for free-will donations or set a minimum donation for a delicious meal.
- Garage Sales – Take up a collection of “other peoples’ treasures” and have a community garage sale with all proceeds going toward your event.
- 50/50 Raffle – Purchase a roll of raffle tickets and sell them to your coworkers for a donated fee. When a ticket is purchased, rip off one end and give it to the donor. Make sure you have their name and contact information on the other half and place it in a container. When it comes time to draw the winner, simply draw a ticket from the bucket and announce the winner. The winner will receive half of the amount collected from ticket sales and the other half will be donated to your packaging event.
- Publicize your event throughout your community.
- Utilize social media, newspapers, TV, and radio for project announcements.
- Print flyers to hand out to prospective participants and donors.
- Get community groups involved (churches, schools, businesses, clubs, etc.).

## Email Template

Dear Friend,

I want to tell you about a special event I'm participating in with my (church, school, company, etc.). (Event host) is partnering with Outreach Inc., (event day, date, and time) at the (event location and address). The goal of the event on (date) is to package (number of meals) to send to (recipients of food).

This event is the perfect venue for you to join me and bring your family and friends to an unforgettable experience. An Outreach event is a festive, hands-on opportunity to roll up your sleeves and feed the hungry. Children and adults of all ages enjoy assembling meals of rice casserole, bean and rice casserole, or macaroni and cheese. The meals are packaged, sealed, and distributed to the food insecure locally and internationally. Participants are deeply changed by spending just a few hours to help feed hungry and starving people.

Funds are needed to pay for product and shipping expenses. If you can provide financial assistance, please mail donations made payable to Outreach to (name and address of person in charge of donations). Online donations may be made at [www.outreachprogram.org](http://www.outreachprogram.org) by clicking the "donate" link. All donations are tax-deductible.

Outreach Inc. is a non-profit 501(c)(3) located in Union, Iowa. The Outreach mission is to provide safe water, food, medical care and education to children and those in need at home and abroad.

I hope you will consider joining me by attending or donating to this important humanitarian event. Please let me know if you would like additional information about our goal or how you can participate.

Thank You!

## **Sales Script**

Hello, my name is (your name). I would like to tell you about an exciting event that (your group) is participating in. On (event date), we are taking part in a meal packaging event. We will be packaging (meal goal #) that will be sent to food insecure people in (meal destination). We are raising money and recruiting volunteers so we can package the meals. We have several sponsorship opportunities that are cost effective, will give you great exposure to your target market, and will save lives in the process. May I share these sponsorship opportunities with you?

Note: Remember to be prepared to answer the question, what's in it for the sponsor? If you have an idea of the sponsor's target audience, you will be able to better explain the benefits.

## **Sponsorship Thank You Sample**

Thank you for agreeing to sponsor the (group name)/Outreach food packaging event to be held (location/date/time).

Over 25,000 people will die today of starvation. Outreach's goal is to reduce that number and raise awareness about hunger issues among communities and the people who live there. Your sponsorship will not only feed hungry people, it will help those packing the meals do something constructive to fight hunger and build relationships among those participating. We hope you will consider joining us at our event (date/time/location).

The sponsorship package you purchased is (details of their donation).

To learn more about Outreach, please visit their website at [www.outreachprogram.org](http://www.outreachprogram.org). If you have further questions about Outreach, please contact me (insert your name and contact info) or Outreach at (641)486-2550.

Thank you again for helping us feed people at home and abroad.

## **Donation Thank You Sample**

Dear (insert name),

Thank you for your donation to the (group name)/Outreach event to be held (location/date/time).

Over 25,000 people will die today of starvation. Outreach's goal is to reduce that number and raise awareness about hunger issues among communities and the people who live there. Your sponsorship will not only feed hungry people, it will help those packing the meals do something constructive to fight hunger and build relationships among those participating. We hope you will consider joining us at our event (date/time/location).

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