

Feed-A-Friend

A Benefit for New Hope Ministries

FUNDRAISING TOOLKIT

New Hope Ministries is a Christian social service agency that shows the love and hope of Christ by serving our neighbors in times of need and supporting their efforts toward stability. Our vision statement is: Every Life Transformed!

www.nhm-pa.org

Welcome, Fundraising Friend!

We are grateful for your support of our annual Hanover area Feed-A-Friend event for New Hope Ministries! We are thrilled that you have decided to make an even bigger impact by becoming a fundraiser on our behalf.

Your partnership in supporting our cause means you're taking the partnership to the next level: introducing us to your friends and family. That's a big deal!

To help you along the way, we have created this Fundraising Toolkit!

Whether you are new or a fundraising master, this Fundraising Toolkit will help you raise funds for New Hope Ministries. We want your fundraising journey to be easy and fun, so this guide is designed to walk you through creating a successful supporter-powered fundraising campaign.

Let's go!!



How to fundraise

For many new fundraisers, it can be difficult to ask friends, family members, and acquaintances for financial support. Start with those you know will be willing to support you and use this to build momentum.

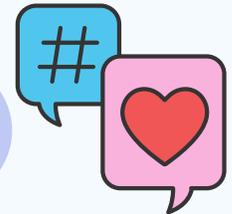
First, set a goal. Once you reach your goal, you can increase it if you need to. To jumpstart your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.

Customize Your Fundraising Page

Most potential donors will be people you personally know - friends, relatives, co-workers, and others within your social network. Often their decision to donate is because they are supporting you, rather than supporting the cause. For this reason, inspiring your supporters is key to your success. You need to explain why you have chosen to participate, what Feed-A-Friend and New Hope Ministries means to you, and how their contribution can help people in need.



Use Social Media



Social media is a casual and fun way to have direct conversations with supporters, share fundraising updates, build awareness for the cause, and inspire giving.

- Share your Story - Create a video and/or post pictures sharing the reasons why you are asking for donations;
- Call to Action - Ask your friends to join you! Find ways to get people involved.

How often should I communicate?

There are five times you should communicate with your network during a fundraising campaign:

1. Campaign launch - Set up your Peer-to-Peer page on our website and share with your friends and family, etc.
2. Midway goal - "We are halfway there... only \$__ yet to go!"
3. Final push - "We are so close ... can you get us to the finish line?"
4. Campaign end or goal reached - "We did it!"
5. Thank everyone for their loving gift!



Ready, Set, Go!

You are ready to jump in with confidence!

Thank you so much for taking the time to spread the word about our work and for fundraising on our behalf. Every dollar raised moves us closer to fulfilling our mission and helps us continue to make a lasting impact. We appreciate YOU and look forward to continuing this meaningful partnership for years to come!

Thank You

Questions?

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