



SIX STEPS TO A SUCCESSFUL FUND DRIVE

1. Plan Ahead

- Select a leadership committee/contact person(s) to help plan the Fund Drive
- Determine timing for the fund drive

2. Set a Goal

- Determine a goal for donations to be collected
- For companies, consider a competition between departments or a matching program where the company matches in dollars or services, the amount collected
- Set goal above previous year's goal
- WEB Page: For groups whose goals are to raise \$1,000 or more, Good Shepherd Food-Bank is happy to provide a web-link page, customized with your company's logo and a message to your group to conduct an online fundraiser. Some benefits include: Immediate e-receipts for donors, up-to-the-minute tracking of results, and a 100% secure and convenient way to raise funds for people who struggle with hunger!!

3. Identify your needs

- Consider how many of the following items you will need:
 1. Posters for generating awareness of hunger issue and fund drive
 2. Donation Envelopes for participants who may want to make a financial donation privately or by mail (GSFB can provide)
 3. Collection canisters (available for pick up at GSFB's two locations: Auburn and Brewer)

4. Get company management involved

- Garner support of company executives to set standard for participation and motivate employees
- Consider a "matching program" in which your company will provide a financial match for each dollar level raised. Matched dollars have double impact, encouraging more gifts
- Encourage company leadership and employees to volunteer at the Food Bank's warehouse
- Approach management about making the fund drive an annual event
- Encourage your company to make payroll deductions available as a convenient way to give

5. Promote your fund drive

- Consider a launch event to announce the fund drive
- Download our Food Drive Flyer to distribute in many locations
- Install a tracking system to keep participants updated about the fund drive's progress
- Work with your communications department to get inclusion in your company newsletter, website, and other outreach efforts

6. Be Creative

- Use Food-Bank donations as entry fees to events
- Offer small incentives or drawings for participants
- Hold a contest or challenge among teams or groups of people
- Make it Visual: Create a collage of cutouts from magazines of faces & pictures to correspond with the number of meals your gift provides (ie: \$5 is equal to 24 meals for 24 people!)

Download a **Printable Fund Drive Flyer** to promote your event at: [gsfb.org/how to help/fund drive flyer.pdf](https://www.gsfb.org/how-to-help/fund-drive-flyer.pdf)