



FEEDING THE FUTURE OF AMERICA

Inaugural National Board Fundraising Campaign

GOALS

1. Introduce new individuals to Blessings in a Backpack and our work
2. To raise \$90,000 during Fiscal Year 2018 from board-related asks of individuals
3. To raise \$8,181 monthly August 2017 to June 2018 from board-related asks of individuals

LET'S GET STARTED!

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Feeding the Future of America Campaign Landing Page

The landing page is the home page of the campaign. It provides a summary on what we do and what we are trying to achieve through the campaign. From this page, guests can also search by name for people's fundraising pages for the campaign. Our landing page is:

<http://feeding-the-future-of-america.everydayhero.do>

Create Your Supporter Page

The following are step by step instructions on how you can create your own fundraising page to raise support for this campaign:

- 1) Click [here](#) or visit <http://feeding-the-future-of-america.everydayhero.com/us/get-started>.
- 2) Create an account if you do not already have one.
 - a. Set your page title (approximately a 21-character limit), which could be:
 - Feeding the Future
 - Blessings in a Backpack
 - Hunger-free Weekends
 - Battling Child Hunger
 - b. Fundraising Goal – Each board member's default goal is set to \$5,000
 - c. Your mailing address
 - d. Log-in information – social media accounts or through email address
- 3) Add a profile picture – Add one of yourself or select from a few options available in the board portal's EDH folder.
- 4) Add a story or background on why you are participating in this campaign. The default text is:

This morning across the United States, one in five children woke up, not knowing when they would next eat. As they go about their day, these children carry with them the burden of food insecurity. It impacts how they interact with others, what they can achieve at school, how their bodies

grow. Without first having consistent nutrition, these children cannot fully engage in their day and thrive.

After hearing about this silent epidemic, I joined the national board of Blessings in a Backpack to help more children have access to consistent nutrition. This school year, we are striving to ensure 106,000 children leave school on Friday with a bag of weekend nutrition in their backpack. Together, we can make more than 3.7 million hunger-free weekends possible for children battling food insecurity.

Please join me in feeding the future of America.

- 5) Share your page on Facebook. You can do this now, later or never. People who share their page within an hour of creating it generally **raise 52% more** than everyone else. Suggested text for sharing on social media is below.
- 6) Donate to your own page. Take care of the \$500 board member give requirement right now by donating \$500 to your campaign. Fundraising pages that receive at least one donation within 48 hours, raise more. People who do this on average **receive 120% more** donations than those who don't.
- 7) Share your page. Once your page is created, there will be a link for you to copy and use in your outreach to potential donors. The BLUE Share button on your page allows for easy sharing via Twitter, Facebook, Google+ or using their email system. Social media is a great platform to share this ask through.

For email, BIB recommends sending an email from your personal account, both for quick recognition for the recipient but also to save time for you.

Ask for Donations

From Everyday Hero:

Supporter pages are designed to be shared over several online platforms. To begin sharing, visit your supporter page and click the blue "Share" button. You can choose to share your page via Facebook, Twitter or email. If you prefer, you can also copy and paste the page URL into email and share with friends and family this way.

Below is a draft email for your use to share your page via email:

Possible Subjects: 1) Blessings in a Backpack 2) Feeding the Future of America 3) Join me in fighting childhood hunger

Dear CONTACT,

I hope this email finds you well and **enjoying the arrival of Fall**. With the return of children to school, I am writing to ask you to join me in battling childhood hunger in the United States. This morning across the United States, one in five children woke up, not knowing when they would next eat. As they go about their day, these children carry with them the burden of food insecurity. It impacts how they interact with others, what they can achieve at school, how their bodies grow. Without first having consistent nutrition, these children cannot fully engage in their day and thrive.

After hearing about this silent epidemic, I joined the national board of Blessings in a Backpack to help more children have access to consistent nutrition. This school year, we are striving to ensure 106,000 children leave school on Friday with a bag of weekend nutrition in their backpack. Together, we can make more than 3.7 million hunger-free weekends possible for children battling food insecurity.

Please join me in feeding the future of America. Blessings in a Backpack's national board of directors is working to raise \$90,000 this school year to ensure more children have access to weekend nutrition. Give today by clicking here **(link to your supporter page)**. Or, mail a check directly to my attention at:

Blessings in a Backpack
125 S. Wacker, Ste. 300
Chicago, IL 60606

If you have any questions or would like to learn more about Blessings in a Backpack and our work, do not hesitate to contact me at **PHONE NUMBER** or **EMAIL ADDRESS**.

Thank you for your support,
NAME

Please see the *Everyday Hero Outreach* document on the board portal for draft social media posts if you would like to reach out to contacts and friends using social media.

When Someone Gives and Reporting

When someone makes a donation to your Supporter page, they will receive a standardized donation receipt from Everyday Hero. Also, the webpage screen will look like this:



Donations made to your online donation page will be tracked on your Supporter page in a column on the right below your profile picture. It will look like this:

A screenshot of a donor report for 'BLESSINGS IN A BACKPACK'. The report is divided into two main sections: 'THANK YOU' and 'DONATIONS SUMMARY'. The 'THANK YOU' section lists a single donor, 'Anonymous', with a donation amount of '\$1.41'. The 'DONATIONS SUMMARY' section provides a breakdown of the donation data.

THANK YOU	
Anonymous	\$1.41

DONATIONS SUMMARY	
Number of donations	1
Average donation	\$1.41
Donated so far	\$1.41

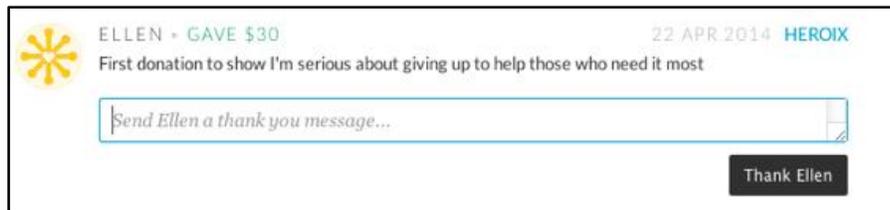
Additionally, the BIB staff will be download reports regularly that lists all the campaign's donors and to which board member's page they gave. These results will be shared to each board member at the end of the month and will be included in Fund Development's quarterly report to the board.

Thank Your Donors

From Everyday Hero:

The best way to give a big THANK YOU to your donors is to comment on their donation when it appears on your Supporter page. You need to be logged in to your page in order to do this!

Simply type what you would like to say underneath their donation, and click "Thank _____."



The screenshot shows a donation interface. On the left is a yellow sunburst icon. To its right, the text reads "ELLEN • GAVE \$30" in green, followed by "22 APR 2014 HEROIX" in blue. Below this is a line of text: "First donation to show I'm serious about giving up to help those who need it most". Underneath is a text input field with the placeholder text "Send Ellen a thank you message...". To the right of the input field is a dark grey button with the text "Thank Ellen" in white.

Or, when viewing your page while you are signed in you will see a "Thank *donor name*" button below each donation. Simply select this and you can post your thanks to your page. If the donor has opted to share their details with you, they will receive an email with a copy of what you've posted.

If the donor has opted to have their details available to you, they will also be included in the automatic email you get when you receive a new donation to your page. This way you can write a longer thank you response by email if you wish to.

Below is a thank you draft to share with your donors:

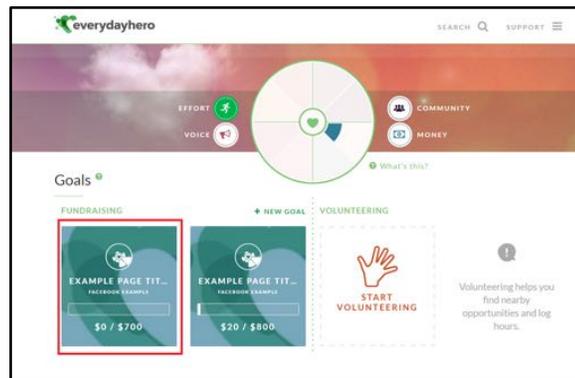
Dear **Name**,

Thank you very much for donating to Blessings in a Backpack. With your help, Blessings in a Backpack will provide weekend nutrition to more than 106,000 elementary children facing food insecurity across the country this school year. Please contact me if you have any questions a: **312.893.5509**. Thank you for feeding the future of America!

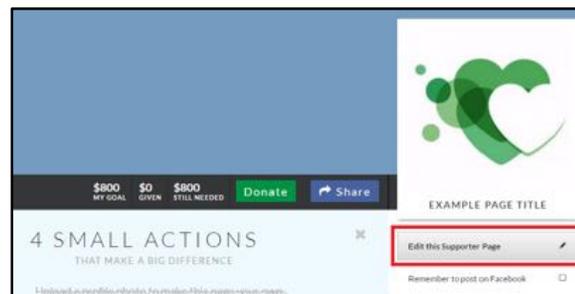
Name

Edit Your Supporter Page

- 1) Sign into the fundraiser account via <https://everydayhero.com/us/sign-in>.
- 2) Locate the Supporter Page under the “Fundraising” section of the dashboard.
- 3) Hover over the Supporter Page tile and click the “Visit Page” button.



- 4) Click the “Edit this Supporter Page” button located beneath the profile photo.



- 5) Edit the Page Title, Fundraising Goal, Page URL, Story, and Page Photo as desired.

A screenshot of the 'Page Options' form. The form contains the following fields:

- Page Title: Example Page Title
- Goal (\$): 800.00
- Fitness Goal (mi):
- URL: <https://www.everydayhero.com/us/example-page-title>
- My Story:
- Page Photo:
- Expiration Date: 13 Dec 2017
- Disable this page:

At the bottom of the form are 'Cancel' and 'Save Changes' buttons.

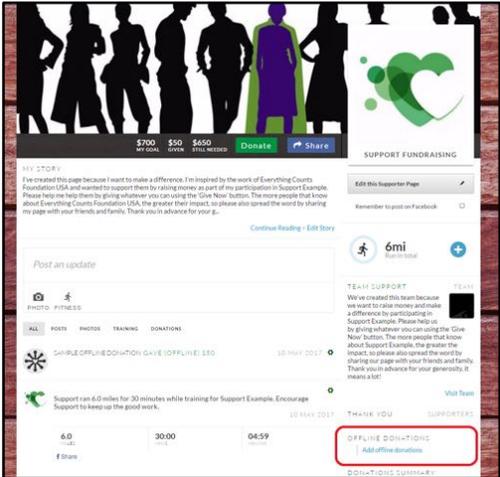
- 6) Click the black “Save Changes” button at the bottom of the page to publish changes.

Add Offline Donations to Your Supporter Page

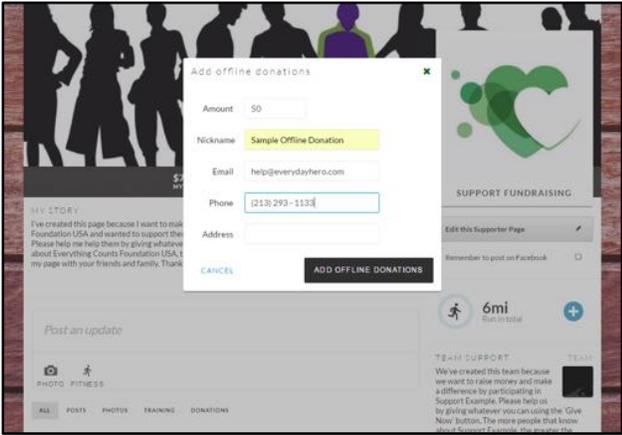
Instructions from Everyday Hero:

If the organization has enabled this feature within the campaign, the owner of the supporter page may add offline donations to the page by taking the following steps:

- 1) Login to the fundraiser account via <https://everydayhero.com/us/sign-in>.
- 2) On the fundraiser dashboard under the "Fundraising" section, click the "Visit this page" button to navigate to the supporter page.
- 3) Click the "Add offline donations" link located on the right side of the page above the "Donations Summary" section.



- 4) Enter the donation "Amount" and the donor "Nickname" in the required fields in the popup window. The email, phone, and address fields are optional.



- 5) Click the black "Add offline donations" button to post the donation to the supporter page. The donation will appear on the supporter page feed.

