

Welcome to the inaugural issue of Blessings Broadcast!



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This newsletter is specifically developed for use by program coordinators and volunteers who give their time each week to feed children in their communities. It will provide valuable information and improve access to resources for our volunteer community. Most importantly, it will include real-life tips and suggestions from YOU, on how to implement and execute programs and address problems that you may encounter. ***This newsletter is for you, by you!***

The goal of this newsletter is to provide a place for our programs to share ideas on fundraising, best practices and even how to avoid pitfalls you may encounter with solutions provided by others who have already faced and resolved them.

Each issue will contain news and upcoming trends as well as recurring article topics such as Volunteer Spotlight, PC Toolkit Updates, Fundraising Flair/Fund Development, Tip of the Day, and many others. Tips and tools will also be included that can help you manage your program.

By coming together as a community, we can make each other stronger. If you have a suggestion, idea, tips to share or a volunteer or program to highlight, please [email Anita Knazze](#).



In honor of National Volunteer Week, April 23-29, we celebrate

**YOU** - your dedication, your commitment, and your ongoing support. We applaud the amazing work you do in your community to feed hungry children. We applaud the amazing work that you do in your community to feed hungry children. We are grateful for your support!

**PC Shout Out!** Join us in extending a warm welcome to our new PCs!  
[Click here for a list of our new PC's names and their locations.](#)

*While we've tried our best to make sure our list is complete, if we inadvertently missed your name, [please let us know](#) and we'll include it in the next Blessings Broadcast.*



### Volunteer Spotlight: Robbin Ossi, St. Johns County, FL.

Today we meet Robbin Ossi, a PC that is supporting nine programs and feeding 530+ children in St. Johns County.

[Click here to read](#) about Robbin's program, her love/hate relationship with fundraising, and why she LOVES her volunteer team!

**Have you looked in the PC Toolkit recently?** This [printable index](#) will help you find what you're looking for, including new tools and resources!

[Click here](#) to download customizable business cards, exclusively for PCs!



### Fundraising Flair

New to the PC Toolkit - We are excited to debut the first in an ongoing series that will serve as a forum to aid YOU in your Blessings in a Backpack program fundraising efforts. [Click here](#) to read some key components of a successful

fundraising approach!

**Do you have a volunteer that goes above and beyond?** Here's your opportunity to recognize the impact they have on your backpack program.

The "Daily Point of Light Award" honors exceptional volunteers, celebrating the power of the individual to spark change and improve the world. [Click here](#) to nominate your volunteers!

*Points of Light is the world's largest organization dedicated to volunteer service.*



## NUDM Funding Still Available!

Last year, [Blessings in a Backpack was the primary beneficiary of the Northwestern University Dance Marathon \(NUDM\)](#). More than \$920k was raised to provide hunger-free weekends and to-date, we have started or expanded over 30 programs!

If you're interested in applying for NUDM funding for your program, please contact your Program Manager or Managing Director for the application.

## How To: Embed a Donate Page on Your Program's Website

1. Let your Program Manger or Managing Director know that you'd like a Donate Page and they'll work with our accounting staff to get the HTML code.
2. Make sure your website is secure with a SSL certificate. Some web hosts, like WIX, include the SSL in its monthly fee.  
*Hint: your website is secure if your website reads <https://> in the URL.*
3. Paste your HTML code in the backend of your website. If you need help embedding the code, email [Robin Rueff](#).

*Coming soon: a webinar by our Marketing Department on how to build a program for your website!*

SAVE THE DATE: BLESSINGS IN A  
BACKPACK DAY IS SEPT. 21





STAY CONNECTED:



Blessings in a Backpack, 4121 Shelbyville Rd, Louisville, KY 40207

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