



Who will feed the kids this weekend?

Feeding the Future of America

Peer-to-Peer Fundraising

Peer-to-peer fundraising is a way to leverage your supporters to fundraise on your behalf. It also goes by crowdfunding, social fundraising, team fundraising, or p2p fundraising. You can ask your friends to donate towards your fundraising goal, and they can also become fundraisers themselves as part of your team. And, you can track your goal or the team's goal in real-time to motivate others to give.

There are two main ways to raise support using Everyday Hero.

- 1) Create your own Supporter page: By creating your own Supporter page, you can set a fundraising goal, ask others to support it via email and social media, and interact with those donors with posts, notes of thanks, and adding pictures.
- 2) Once you have created your own Supporter page, you can ask others to join your fundraising team and work together to reach a team fundraising goal.

Let's Get Started!

Creating Your Supporter Page	Page 2
Creating a Fundraising Team	Page 4
Ask for Donations	Page 5
When A Donor Gives	Page 6
Thank Your Donors	Page 7
Edit Supporter/Team Page	Page 8
Add Offline Donations to Your Online Page	Page 8



Who will feed the kids this weekend?

Manage Communication from Everyday Hero

Page 9

Create Your Supporter Page

The following are step by step instructions on how you can create your own Supporter fundraising page:

- 1) Click [here](https://nfp.everydayhero.com/us/blessings-in-a-backpack-inc) or visit <https://nfp.everydayhero.com/us/blessings-in-a-backpack-inc>.
- 2) Click Start Fundraising and create your fundraising page
 - a. Set your page title (approximately a 21-character limit), which could be:
 - Feeding the Future of PROGRAM NAME
 - Blessings in a Backpack PROGRAM NAME
 - Hunger-free Weekends PROGRAM NAME
 - Battling Child Hunger PROGRAM NAME
 - b. Fundraising Goal – Select how much money you would like to raise.
 - c. Charity- Blessings in a Backpack Inc. should automatically be populated in this field
 - d. Enter your name
 - e. Enter your mailing address
 - f. Agree to Everyday Hero's Terms of Service
 - g. Create an account by choosing either Facebook or Email. Set a password for your Everyday Hero account.
- 3) Add a profile picture – Add one of yourself or your program volunteers.
- 4) Add a few words about what you are fundraising for, such as a story or background on why you are helping feed the future of America. Below are some samples:

Sample 1

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



Who will feed the kids this weekend?

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 was moved to help more children have access to consistent nutrition. This school year, Blessings in a Backpack is 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.

Sample 2

ABC Elementary School is filled with students who love to learn and inspire everyone they come in contact with. ABC is a high need school with some students who only eat meals while at school. The Blessings in a Backpack program allows these students the opportunity to have food to eat over the weekend, therefore helping to remove a barrier that prevents them from being successful. \$100 feed one student for any entire school year. You can be a part of the smiles that appear on each child's face when they receive their Blessings. Please give.

Sample 3

A new BIB program feeding 50 kids was started at XYZ Elementary School for the 2017-2018 school year. Over 85 percent of its students are on free or reduced lunch. Our goal is to raise \$2,000 to add 20 more students to our program. We are looking for partners to spread the word and feed more hungry kids at XYZ Elementary. The funds you donate will directly impact a student's life and well-being.

- 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. Sample text for sharing on social media is below. Make it your own.
- 6) Donate to your own page. 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.



Who will feed the kids this weekend?

- 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.

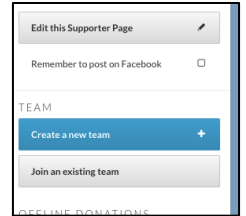


Who will feed the kids this weekend?

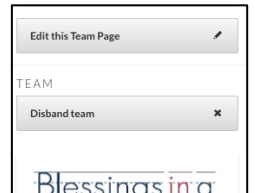
Create A Fundraising Team

The following are step by step instructions on how you can create a new team in order to get other people to create their own fundraising page for the program:

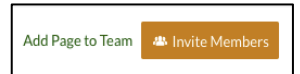
- 1) On your Supporter page, on the right-hand side, click the blue “Create a new team” box
- 2) In the pop-up box, enter your team name and click “Create Team.” Your team name must be unique and should include your program name. If you enter a team name that is already in use, there will be a small bar at the top of the page noting this and asking you to try another name.



- 3) Edit your Team page, just as you did your Support page. On the right-hand side, click “Edit this Team Page.” This will take you to your team page, where you can set the same items that you did for your Supporter page – Page title, goal, story, page photo. Save changes when you are happy with your team page. Additional items are:



- a. Expiration date – when would you like your team to end
 - b. Team URL – This is a web address for your Team page.
- 4) From your Team page, you can now invite members.



- a. Click on the “Invite Members” box in the middle right of the team page.
 - b. Enter email addresses for the people you would like to join your team along with a personalized note asking them to join. Hit the space bar between email addresses if you are entering multiple addresses. They will then receive an email from Everyday Hero with your note and a link to join your team. They will then be prompted to go through the same steps to create their Supporter Page linked to your team.



Who will feed the kids this weekend?

Ask for Donations

Once your Supporter page or Team page is live, it is time to ask for donations! Supporter and Team pages are designed to be shared over several online platforms (social media, email, etc). To begin sharing, visit your Supporter/Team 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 are draft emails similar to the story drafts above for your use to share your page via email:

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

Dear **CONTACT**,

Sample 1

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 was moved to help more children have access to consistent nutrition. This school year, Blessings in a Backpack is 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. Give today by clicking here **(link to your Supporter page)**.

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



Who will feed the kids this weekend?

Sample 2

This morning in COUNTY, ###,### children woke up (find county need at [Map the Meal Gap](#)), 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 was moved to help more children have access to consistent nutrition. This school year, Blessings in a Backpack is striving to ensure ### children in TOWN leave school on Friday with a bag of weekend nutrition in their backpack. Together, we can make hunger-free weekends possible for these children battling food insecurity.

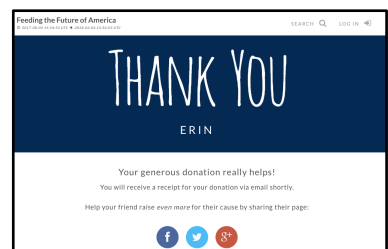
Please join me in feeding the future of America. Give today by clicking here ([link to your Supporter page](#)).

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

When a Donor Gives

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:





Who will feed the kids this weekend?


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:

BLESSINGS IN A BACKPACK	
THANK YOU	SUPPORTERS
Anonymous	\$1.41
DONATIONS SUMMARY	
Number of donations	1
Average donation	\$1.41
Donated so far	\$1.41

Thank Your Donors

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 _____."

 ELLEN • GAVE \$30 22 APR 2014 HEROIX
First donation to show I'm serious about giving up to help those who need it most

Thank Ellen

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**,

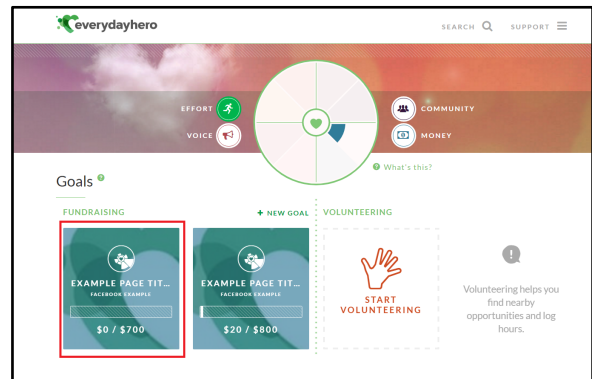
Thank you very much for donating to Blessings in a Backpack. With your help, Blessings in a Backpack will provide weekend nutrition to more than 106,000 elementary children facing food insecurity across the country this school year. Please contact me if you have any questions at: **###.###.####**. Thank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



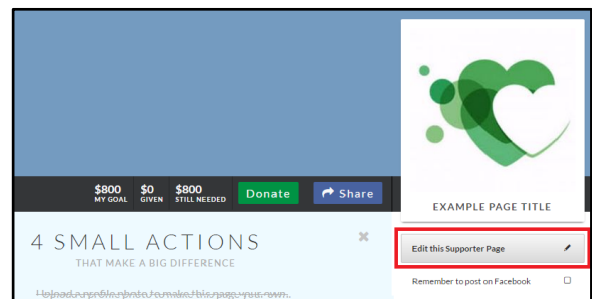
Edit Your Supporter/Team Page

Editing your Supporter or Team page follows the same basic steps.

- 1) Sign into the fundraiser account via <https://everydayhero.com/us/sign-in>.
- 2) Locate the Supporter/Team Page under the “Fundraising” section of the dashboard.
- 3) Hover over the Supporter/Team 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.
- 6) Click the black “Save Changes” button at the bottom of the page to publish changes.

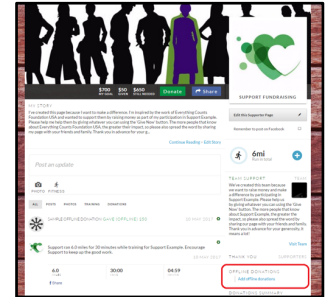
Add Offline Donations to Your Supporter Page

You may add offline donations to your Supporter page by taking the following steps:

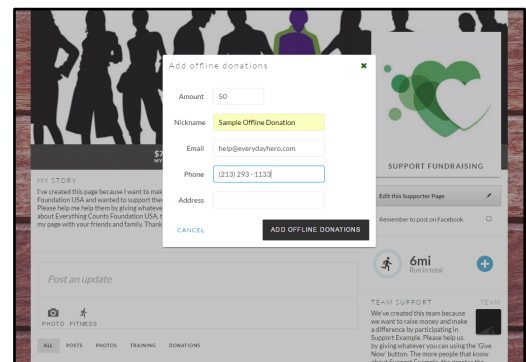


Who will feed the kids this weekend?

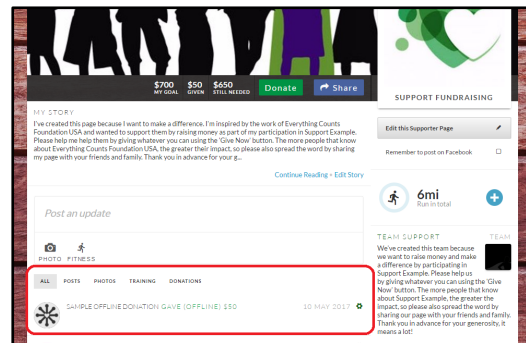
- 1) Login to the fundraiser account via <https://everydayhero.com/us/sign-in>.
- 2) On the fundraiser dashboard under the "Fundraising" section, click the "Visit this page" button to navigate to the supporter page.
- 3) Click the "Add offline donations" link located on the right side of the page above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



Manage Communication from Everyday Hero

When you create a supporter page, you will receive both system generated emails and marketing communications from Everyday Hero. System generated emails are



Who will feed the kids this weekend?

mandatory, because the EDH system will alert you to when someone donates to your fundraising page. These emails are necessary to update you on your fundraising status. You may opt out of marketing communications by clicking the Unsubscribe button at the bottom of the marketing emails. EDH will also unsubscribe you from all marketing communications if you email help@everydayhero.com.