



**YOU CAN CHANGE A
CHILD'S LIFE**





Dear Friend,

Workplaces and organizations all over the country have joined Feed the Children in the fight against childhood hunger. Join us to make a difference in your community, across the U.S., and around the world.

We've been in this battle since 1979, and our vision has been unwavering: to create a world where no child goes to bed hungry. As we work to end childhood hunger, we know it takes the power of many people working together — donors who believe in the cause, experts to diagnose the problem and innovate solutions, organizations to pool their resources and expertise, and communities to create positive change.

Working together is the only way to end hunger.

You're holding this document because you're ready to join that fight. All it takes for you to get started is a small group of people committed to making a difference, a little bit of creativity, and good planning. This guide will give you the tools you need to bring awareness of childhood hunger and raise money to make a difference.

Why work with Feed the Children?

Feed the Children is one of the world's leading anti-hunger organizations and one of the largest U.S.-based charities. We're accredited by GuideStar Exchange and the BBB Wise Giving Alliance, maintain a 4-star rating from Charity Navigator, and are also a member of Inter

Action — so you can feel confident that the funds you raise for us will make a tangible difference in the lives of the people we serve.

Through our network of agencies, Feed the Children distributed more than \$344 million in food, essentials, educational supplies, and medicine, impacting close to 9 million individuals in the U.S. and more than 4.9 million individuals internationally, for a total of 13.9 million individuals globally in fiscal year 2014.

Through our years of action and advocacy, we know that the biggest reason children are hungry — both in the U.S. and around the world — is poverty. Most people don't live in poverty because they want to — they just have no way to get out. A lot of them never finished school, so they can't read well or earn a living wage. And while most people work very hard, the jobs available to them often don't pay enough to make a living.

More than 17.5 million people in the U.S. were food insecure at some time during 2013. Children make up around 24% of the general population of the U.S. — but children represent one-third of those who live in poverty.

Together, we are feeding hungry children and their families and helping change these grim statistics. We reach families in need across the U.S. with food and other essentials that offer hope for a better future.

JOIN US

A hundred years from now it will not matter what my bank account was, the sort of house I lived in, or the kind of car I drove ... but the world may be different because I was important in the life of a child.

-Forest E. Witcraft

FEED THE CHILDREN'S EMPLOYEE-ENGAGEMENT FUNDRAISER GUIDE



All kids need is a little help, a little hope, and someone who believes in them.

– Magic Johnson

Successful fundraisers have two things in common – good planning and wide participation. You can plan your employee-engagement event/activity in three easy steps:

- Step 1. Choose Your Fundraiser
- Step 2. Set a Dollar Goal for Your Fundraiser
- Step 3. Share Your Story on Social Media

STEP 1. CHOOSE YOUR FUNDRAISER

Person-to-person contact is often the most effective way to solicit donations, and payroll-deduction pledges are a tried-and-true method of raising funds. However, employees give more generously when presented with unique and entertaining fundraising events. Special events add a spark to your campaign. And as you raise awareness about Feed the Children's work nationally and internationally, employees can feel the impact of their participation.

For the activities you choose, whenever appropriate, tie activities to completing pledge cards or making one-time gifts.

As you choose your fundraiser, consider how you will publicize your event. Wide participation is key to a successful event, and people can't participate in your event if they don't know about it!

Also consider what you hope to accomplish with your event. Are you looking for a good kickoff activity for an ongoing fundraising campaign? Or do you hope to build workplace morale? Below are some suggestions to guide your planning, based on various goals you may have. Feel free to mix and match and make these events your own!

Above all, remember to put the FUN in fundraising! If you're having a great time, others will have a great time, too. Here are some event ideas that are easy and fun. Choose one or several to enhance your campaign. If you have any questions, please contact Rhonda.Watson@feedthechildren.org.

Events to Help Kick-Off a Workplace Campaign

Host a Casual Day Fundraiser - For a donation of a specified amount, give employees the option to "purchase" a day to wear jeans or their favorite sports-team apparel to the office.

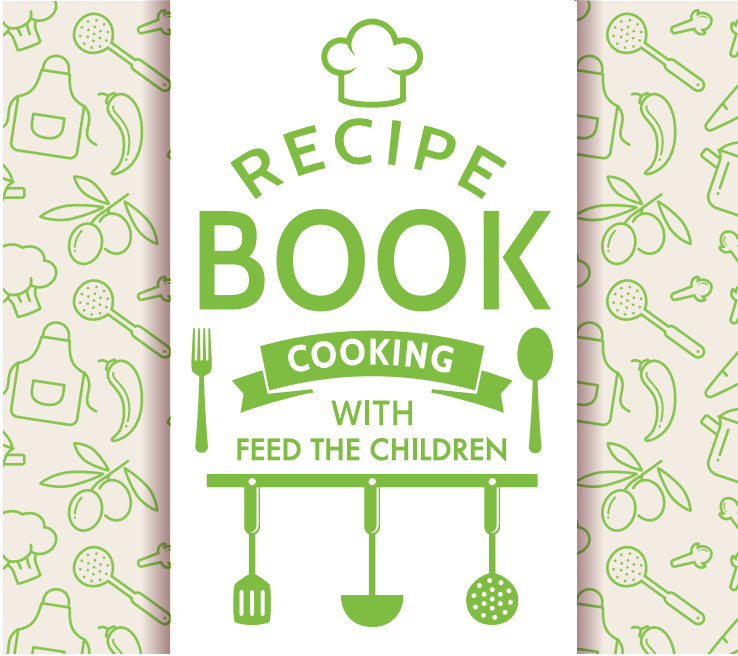
Brown Bag Lunch Day - Ask everyone in the company to bring lunch from home and donate the money they would have spent on lunch.

Sell Extended Lunch Hours - Sell an extra amount of lunchtime for a specified dollar amount.

Do My Job - Challenge a manager to switch job responsibilities with an employee for an hour, half a day, or an entire day in exchange for a donation.

Doughnuts Coffee Break - Provide doughnuts for the office with a sign that says "DOUGHNIT make sense to give to Feed the Children?" (Puns are silly, but they work!) Include information about your campaign.

Events to Help Build Morale



Cookbook Sales - Compile and sell a cookbook of employees' recipes. Combine this with a bake sale or other culinary event. Proceeds from the sale are then donated to Feed the Children.

First-Friday Fundraisers - Organize a simple fundraiser at work for the first Friday of each month – dress-down days, bake sales, etc.

Parking-Spot Auction - Auction premier parking spots to employees for a week, month, or year. Make it special by creating signs or painting the parking spots with the employees' names.

America's Funniest Office Video Party - Find an employee who can volunteer to bring in his or her video camera to take candid video footage around the office. Schedule a short meeting in a conference room to show the video to your employees. Sell tickets, soda, and popcorn and donate the proceeds to Feed the Children.

Children's Drawing Contest - Employees are given "official photographs" of one or two top executives to take home for their children to draw. Set a small entry fee per child. Post entry forms at various places around the office. Employees vote for the best drawing by paying \$1.00 per vote. Display winning portraits as a part of the company's new art collection.

Events to Raise Awareness of Feed the Children

Give It Up to Help! - Encourage coworkers to give up a daily luxury for a certain amount of time. Example – give up coffee or soda once a week for a month. \$5 a week amounts to a \$20 contribution in just one month, which is the cost of a backpack filled with school supplies for a child through our gift catalog.

Run a Social-Media Campaign - Does your business have an engaged Twitter or Facebook following? Run a promotion announcing that if your followers/fans make a donation to Feed the Children, they will be entered into a drawing to receive a special prize package that includes your company's sought-after product or service!

Launch a Cause-Marketing Promotion - Learn how you can start a promotion by contacting Rhonda Watson at: Rhonda.Watson@feedthechildren.org. Run a website-based business? Offer to donate a percentage of your sales for a day, a week, or longer to Feed the Children. Let your customers know that by supporting your business, they are also supporting Feed the Children's important world cause. If your company has a retail location, post flyers about Feed the Children.

Item of the Month - Reach out to local merchants and ask them to select a special product of varying price ranges – a cookbook, a serving piece, an entree in a restaurant. The merchant commits to donate 10% of the proceeds to benefit Feed the Children. Such promotions raise awareness of our work and increase business for the merchant. Merchants are required to complete an agreement form prior to their fundraising campaign.

Events to Help Raise Money During a Workplace-Giving Campaign

Payroll Stuffers - Include one of these items in paycheck envelopes with information about the campaign:

- A penny with a note: "It makes cents to give to Feed the Children."
- A small birthday candle: "You can light up a life – give to Feed the Children."
- A roll of Lifesavers candy: "Be a Lifesaver – give to Feed the Children."

One Million Pennies - Create donation canisters advertising the “one million pennies” goal. One million pennies = \$10,000. Try to set a timeframe goal, such as 3, 6, or 9 months.

Vacation Cash-In - Allow employees to “cash-in” one day of vacation and have the company donate the value of that day’s salary to Feed the Children.

Donation Per Transaction - Create a one-time or ongoing promotion in which a donation will be made for every transaction processed (e.g., haircut, home sale, etc.).

STEP 2. SET A DOLLAR GOAL FOR YOUR FUNDRAISER

Two of the most popular ways people give to Feed the Children are through our gift catalog and by sponsoring a child. You or your group may wish to contribute to these programs directly through your fundraiser. Or these programs can be useful in a general fundraiser to help people understand “where the money goes.”

Gift Catalog

As you set a goal for your fundraiser, help “make it real” by connecting the amount you raise to specific items from our catalog. Here are just a few examples:

For about \$50, you can provide chicken feed and also vaccinations for an entire family; or deworming medicine for 500 children; or an entire pallet of books.

For about \$75, you can provide 25 fruit and nut tree seedlings, which can provide food and livelihood for a community; a pig to help boost farm production; or health and nutrition training for a parent in one of our international programs.

Or band together with your entire office and challenge yourselves to raise enough to build a hand-washing station for a school (\$425), or 25 disaster-relief boxes (\$950), or a water well for a community (\$4,500)! Check our gift catalog for lots more options at every price point.



Child Sponsorship Give the gift of childhood

For just \$34 a month, you can provide food and other life essentials to a child in need.

You can give a child living in a poor community hope for tomorrow. As a sponsor, you’ll help rescue a boy or girl from the enemies of childhood — hunger, disease, and poverty. You’ll meet urgent physical needs and offer the chance for a brighter future.

WHAT CHILDREN RECEIVE

- Nutritious food — you give a child a hot meal at school, plus provide nutritional support and education for his or her family.
- Clean water — you give a child access to safe, clean water close to home.
- Education and school supplies — you free a child to attend school and have hope for the future instead of having to quit school to work for food.
- Livelihoods — through sponsorship, you help parents find new ways to support their families.
- Medical care, and more!

WHAT YOU’LL RECEIVE

- A photo and important information about your sponsored child.
- The opportunity to communicate with your child through letters and show how much you care!
- Regular updates on your child’s well-being as well as notes and/or drawings from your child.

STEP 3. SHARE YOUR STORY ON SOCIAL MEDIA

Your company and Feed the Children both benefit when you share what you're doing through your social-media channels: Facebook, Twitter, Instagram, Tumblr, YouTube, etc.

Canned Posts

Feed the Children has prepared tweets and posts for you to use on your social-media platforms.

Using Social Media for Fundraising

Utilize your social-media outlets

Social media provides you with a quick and easy way to broadcast your participation with Feed the Children to your entire network. Use these best practices and sample posts to help make your fundraising even easier!

General Best Practices

- Always include a link back to your fundraising page
- Switch it up! Use photos and videos in addition to text.
- Thank your donors publically on their social-media pages or by tagging them.
- Keep your networks updated on your progress.
- Make sure that your tweets don't exceed 140 characters (use the "&" sign, shorten your URL <https://bitly.com>, use contractions when possible, and substitute numbers 4 words).
- When Tweeting, use hashtags
 - We recommend: #FeedtheChildren #DefeatHunger #EndHunger
- Tag @FeedtheChildren in your Tweets!
- Share photos on Instagram @FeedtheChildrenorg of your fundraising events and person you are fundraising in honor of.
- Use Instagram to film a short video and post it on all of your social networks.
- Reach out to your professional network via LinkedIn. Post your personal page, a vendor solicitation or invitation to one of your fundraising events.
- Engage with what the Feed the Children pages are already posting by sharing, retweeting, regramming and commenting.

Sample Posts - Facebook and Twitter

- I'm fighting to eliminate childhood hunger in the U.S and around the world! Visit my webpage today!
- Join me in generosity! I'm giving [\$ Amount] to Feed the Children in support of my fundraising efforts. Follow my lead at {website}
- I'm having a blast defeating hunger with Team Feed the Children. Our Team has a goal to raise [\$ Amount]. Will you help us get there?
- It's mind over matter with Team Feed the Children! Keep fighting, I'm with you!
- Team Feed the Children motivates me! What motivates you?
- Please support my efforts to give hunger an expiration date. Anyone who donates to me will get a personalized FB shout-out in return.



Instagram Ideas

Post bright, vivid and engaging pictures of your team and events.

Make an Instagram video telling people why you are passionate about raising funds for Feed the Children. Post pictures of your fundraising-event invitations and ask your followers to attend.



LinkedIn Ideas

Invite your professional network to attend your fundraising events.

Recommend your fundraising page.

Post facts, numbers and statistics about childhood hunger and poverty to your website.



Other Ways to Engage

YEAR-ROUND INVOLVEMENT

Use your imagination to adapt one of our fundraising ideas for these holidays and observances ... or come up with your own!

January

- New Year's Day
- Dr. Martin Luther King, Jr. Day
- International Quality of Life Month
- National Poverty in America Awareness Month
- National Be-On-Purpose Month
- Humanitarian Day: 15
- National Crowd Feed Day: 18 (Always on Martin Luther King, Jr. Day)
- National Day of Service: 18

February

- National Hot-Breakfast Month
- National Nutrition Month

March

- Employee Spirit Month
- National Nutrition Month
- Do Something Day: 4
- Absolutely Incredible Kids Day

April

- Month of the Young Child
- Month of the Military Child
- National Public Health Week
- Week of the Young Child: 10-16

May

- National Family Month
- National Military Appreciation Month
- Global Love Day: 1
- Donate a Day's Wages to Charity: 11 (Second Wednesday)
- Eat More Fruits & Vegetables Day: 26 (Thursday of Memorial Day week)
-

June

- National Fruit and Veggies Month (Also September)
- Stamp Out Hunger
- Stand for Children Day: 1
- Universal Children's Day: 1
- National Making Life Beautiful Day: 11
- Children's Day: Second Sunday
- America's Kids Day: 26 (Fourth Sunday)

July

- National Make a Difference to Children Month
- Independence Day

August

- National Water Quality Month
- What Will Be Your Legacy? Month
- Be Kind To Humankind Week: 25-31

September

- World Humanitarian Day: 19
- All-American Breakfast Month
- National Child Awareness Month
- National Childhood-Obesity Awareness Month
- National Fruit and Veggies Month
- National Organic Harvest Month

October

- Eat Better, Eat Together Month
- Let's Talk Month
- Kids Care Week: 23-29
- Child Health Day: 3 (First Monday)
- Make A Difference Day: 22 (4th Saturday)

November

- National Hunger & Homeless Awareness Week: 12-20 (Begins on 2nd Saturday for 9 days)
- Veteran's Day
- World Kindness Week: 13-19
- Thanksgiving Day
- World Day of Giving: 26

December

- Giving Tuesday: 1 (Always after Cyber Monday)
- International Volunteer Day for Economic & Social Development: 5





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