



---

## Featuring: Feed the Children

---

### Overview

With content and images created for you in this Cause Kit, your team will be able to seamlessly set up a fundraising campaign, featuring Feed the Children, in 15 minutes or less. This particular Cause Kit is for organizations interested in supporting a nonprofit that addresses the following cause areas: Hunger, poverty, children, education, and disaster relief.

### Notes:

Campaigns can be used for multiple purposes, including:

- Volunteer campaigns
- Conducting drives
- Donation campaigns (for employees only; not for public-facing fundraisers)
- Fundraising campaigns (for employees AND public-facing fundraisers)


In this Cause Kit, we will be using the campaign tool to create a fundraising campaign.

### Requirements to Get Started:

You must have "Site Admin" or "Community Leader" permissions in order to create a fundraising campaign.

Step 1:

1. Log into your site. Click on “Campaigns” and select “Create Campaigns.”
2. Enter the following information. Once you have entered all of this information, click “Save” to move on to Step 2.

Item:	Content to Use:
Banner	<p>Save the following graphic to your computer and upload it. (Banner size = 940w x 298h; 200KB max)</p> 
Campaign Name: (60-character limit)	Feed the Children
Campaign Short Summary: (200 character limit)	Help Feed the Children feed bodies, minds and futures!
Start Date:	March 1, 2017
End Date:	March 31, 2017
Campaign Type:	Select “Campaign” from the list
Calls-to-Action for Campaign:	Select “Donate Money” from the list. Once you have done that, additional options to make this a fundraiser and match gifts will appear. Check the box next to “Make this a fundraising campaign.” (NOTE: Once you have published your campaign, you cannot change the call-to-action)
Set Campaign Goal:	<p>Select “Fundraising” from the dropdown menu and choose whichever goal best matches your objective:</p> <ul style="list-style-type: none"> <li>• Number of individual fundraisers (measures participation)</li> <li>• Total amount raised</li> </ul> <p>For this example, we will select “Total amount raised” and will set our goal to \$5,000.</p> <p>How did we come up with that figure?            With Feed the Children, each dollar donated helps provide \$5 worth of food and essentials.</p> <p style="text-align: center;"> <math>100 \text{ employees} \times \\$25/\text{employee} = \\$2,500</math>  <math>+ 100 \text{ employees set up fundraisers and raise } \\$25 \text{ from friends/family} = \\$2,500</math>  <u>\$5,000 total</u> </p>

Step 2:

1. Enter the following information, clicking the “Save and continue” button when prompted.

Item:	Content to Use:
<b>Description Header:</b> (36 character limit)	About this Campaign:
<b>Description Text:</b> (In addition to text, you can also embed videos. We’ve included two Feed the Children videos you can use.)	<p>Did you know that a staggering 1 in 6 children faces hunger in America? The biggest reason for this is poverty, a painful reality faced by families all across the U.S.—many of them are our neighbors, friends or family.</p> <p>Feed the Children, one of the largest U.S.-based charities, serves those in need in the U.S. and in 10 countries around the world through its multi-pronged “FEED” approach:</p> <ul style="list-style-type: none"> <li>• <b>F</b>OOD for hungry children</li> <li>• <b>E</b>DUICATION to help break the cycle of hunger and poverty</li> <li>• <b>E</b>SSENTIALS for living, such as personal-care products and household supplies</li> <li>• <b>D</b>ISASTER relief for families in crisis after natural and man-made disasters strike</li> </ul> <p>Through this campaign, our goal is to raise \$5,000, which will provide \$25,000 worth of food and essentials necessary to help break the cycle of poverty and offer children and their families hope for a better future.</p> <p>Please join us in helping Feed the Children feed bodies, minds and futures by creating a fundraiser to share with your friends and families. All money raised through your fundraiser and those of your colleagues’ will automatically be counted and reflected in the thermometer at the top of this page. Click below to get started and use the attached instructions and fundraiser template for guidance and sample messaging to use.</p> <p>Videos to choose from:            (A) <a href="https://vimeo.com/135912919">https://vimeo.com/135912919</a>            (B) <a href="https://vimeo.com/136534406">https://vimeo.com/136534406</a></p>
<b>Uploaded Files:</b> (Not required)	<p>For this example we suggest including:</p> <ol style="list-style-type: none"> <li>1. A “How-to” guide to help employees set up their individual fundraiser (you may access a copy to use in our Client Resource Center).</li> </ol> <p>When you upload the file(s), make sure you click the “Attach File” button and then click “Save and Continue.”</p>
<b>Fundraising Section Title:</b>	Fundraise with your friends and family!
<b>Who We’re Supporting:</b>	In the “Search Nonprofits” box type in Feed the Children and select it when it displays.
<b>Prizes:</b>	If you are offering incentives to encourage employee participation, you can use this section to promote those incentives. For purposes of this campaign, we will leave this section blank.

### Step 3:

After you have saved everything in step 2, scroll to the top of the page and click “Preview Campaign” to review everything you have entered and see how it will display.

- If you are happy with everything and ready to launch the campaign, scroll to the top and click “Publish Campaign.”
- Click “Go back to edit” if you would like to make revisions. Then click on the pencil icon to edit a specific section. If you wish to update the campaign banner graphic or adjust the campaign period, simply hover over and select “click to edit this section” to make those updates.

### Step 4:

#### Promote this fundraising campaign to employees!

In this example, we set up the fundraising campaign to last one month. Your campaign period can be shorter if you would like, but the key to success regardless of your campaign’s duration is frequent communications with employees. To help you keep employees engaged and active, we’ve crafted some example email messages and included three success stories (compliments of Feed the Children), which can be used on your site as news stories.

#### Sample Communications Timeline:

When:	What:
1 week prior to launch	<ul style="list-style-type: none"><li>• Send Save-the-date message via email to employees</li></ul>
Day of launch	<ul style="list-style-type: none"><li>• Announce the objective of the campaign and clearly state what action you want employees to take. Post this announcement as a news story on the site, and as an email to employees.</li></ul>
Week 2	<ul style="list-style-type: none"><li>• Post “Story 1: Hunger in America” as a news story</li><li>• Email employees an update on how much has been raised so far, recognize top-performing employees, and share a teaser from “Story 1” to get them to visit the site.</li></ul>
Week 3	<ul style="list-style-type: none"><li>• Post “Story 2: Running out of food” as a news story</li><li>• Email employees an update on how much has been raised so far, recognize top-performing employees, and share a teaser from “Story 2” to get them to visit the site.</li></ul>
Week 4	<ul style="list-style-type: none"><li>• Post “Story 3: Brittany’s story” as a news story</li><li>• Email employees an update on how much has been raised so far, recognize top-performing employees, and share a teaser from “Story 3” to get them to visit the site.</li></ul>
After campaign ends	<ul style="list-style-type: none"><li>• Update the campaign landing page with a thank you message, summarizing the total funds raised and what impact that equates to.</li><li>• Email thank you to employees, summarizing results and what kind of impact that will make. America’s Charities can also share those results with Feed the Children and get them to provide a quote stating their appreciation.</li><li>• Share your impact with the community with a press release. America’s Charities is happy to share your press release on our <a href="http://www.charities.org">www.charities.org</a> website and will post to all of our networks including, social media, our CSR newsletter, and 3BL Media (a news distributor site).</li></ul>