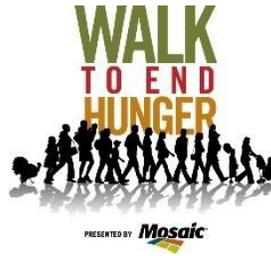




neighbors, inc.



10 Steps You Can Take to End Hunger *Fundraising Guide*

1. Tell your personal story and make it clear why supporting the Walk to End Hunger is important to you and your family.
2. Request support from family members, co-workers and business associates and friends and follow up with a reminder. *(Statistics show most people need to be asked more than once.)* If you are registered online, include your Walk to End Hunger team website link.
3. Walk the talk. Show everyone you are personally contributing to the Walk to End Hunger by making your donation public. It shows your commitment to this important event.
4. Set your personal and team fundraising goals and share them. *(Dream big!)*
5. Include interesting stories or facts on the important work being done by Neighbors, Inc.
Examples include: Neighbors serves and average of 550 families a month in the foodshelf; almost half of those served in the food shelf are children under 18 years; \$25 can feed a family for a week
6. Use social media. If you have access to it, it's a free and easy way to communicate about your involvement and give updates about your progress. Photos and videos can be provided if you need them.
7. Let them know that they have the choice of donating online *(include your team's website link)* or by check. All donations are tax-deductible and checks should be made payable to Walk to End Hunger. Donations can be designated to the General Fund or to Neighbors, Inc.
8. Deadline / call to action. Remind them all donations must be received by Friday, November 17th in order to be counted towards your team's website total. Checks can be mailed to Hunger Solutions Office, 555 Park Street, Ste. 400, St. Paul, MN 55103 or dropped off at Neighbors, Inc.
9. Include on your mailing list any vendors, consultants or business contacts with whom you or your spouse may work with or know. These people tend to make larger donations since they often make them from their business accounts. *(On average, every 1 in 5 people you ask will donate, so ask as many people as you can.)*
10. Send out thank you notes to everyone who contributed to your success.

Questions? Contact Heidi Satre at 651-306-2154 or heidi@neighborsmn.org