Fundraising Tips

There are lots of ways to meet your fundraising goals – here are some of our favorite suggestions, but please share your most effective methods with us on the Shopping Cart Shuffle 5K Facebook page!

1. **SEND AN EMAIL** to everyone you know asking for help.
   - Visit the Hunger in DuPage County section of our website for some facts and figures to use in your fundraising messaging.
   - Write a personal message that talks about why feeding your hungry neighbors is important to you. Some ‘inspiration’ messages to copy, modify or use for ideas:
     - “When I get hungry, it’s hard for me to concentrate on {work/school}. I’m raising money for Neighborhood Food Pantries because it’s important that the 32,000+ kids in DuPage county are well fed to do well in school”.
     - “As you might know, when I get hungry, I get HANGRY. 62,420 people in DuPage county are at risk of being Hungry EVERY DAY. Help me raise money to feed our hungry neighbors”.
     - “People think of DuPage county as being very wealthy, but I was shocked to learn that portions of the county have poverty rates as high as 31.5%. Please donate to help me raise money for the more than 62,420 DuPage residents who don’t know where their next meal is coming from!”
   - Don’t be afraid to reach for their emotions – “Make ‘em laugh” or “Make ‘em cry”, but get their attention!
   - Include a link to your fundraising page.
   - Remind them to find out if their company matches donations ! ! !

2. **SHARE THE IMPACT** of their donation:
   - $5 will feed a family of 4 for a whole week
   - $20 feeds a family for a month
   - $50 provides more than 1,000 lbs of food for our neighbors in need
   - $100 provides 2,600 meals for local families

3. **SHARE YOUR PAGE** on Social Media (see the “Social Media and Fundraising” section)

4. **ASK FOR DONATIONS AT WORK**:
   - See if your company will host a ‘dress down’ day (employees can wear jeans, shorts, or flip-flops in exchange for a donation)
   - Put up a flyer & collection bin by your desk, at the cashier checkout or reception station or in your lunchroom / cafeteria

5. **ASK LOCAL BUSINESSES TO COLLECTION DONATIONS**

6. **HOLD A RESTAURANT FUNDRAISER** at your favorite watering hole (ask them to donate a portion of sales on a certain day)

7. **ASK YOUR FRIENDS** who do ‘home party sales’ to do a fundraiser and donate a portion to your effort:
   - Invite several friends to your home together for a “Girl’s Night In” event
   - Make it easy – have an ‘online party’

*Need help? Contact Heather Kash, Development Director at 630.923.5197 or at Heather@NeighborhoodFP.org.*