

FUNDRAISING TIPS TO DOUBLE YOUR SCD DONATIONS!



1

Rolodex / List Everyone You Know

Take ten minutes out of your day to go through your contacts and make a list. Think of friends, coworkers, family, members of your church, and neighbors who could get involved with your summer cereal drive team. Make a list!

2

Text, Email, and Call

We know it can feel intimidating to ask people to donate to your fundraising page. We have included some examples of messages you can send to your list of potential cereal donors.

Subject: I Need Your Help – This Cereal Drive REALLY Matters!

Hi [Name],



I'm involved in the THV11 Summer Cereal Drive, and I'm super passionate about this drive. It's a chance to help families who are facing food insecurity, and every single box donated makes a huge impact. You can donate using this *link* – please think about it! Thanks,

“Hey Name! I do not know if you saw my social media post, but I am raising cereal for the THV11 Summer Cereal Drive. For every dollar donated to my fundraising page, the Arkansas Foodbank can provide a box of cereal to children facing food insecurity. Can you help me reach my goal? No amount is too small! Thanks! *Insert link*”

“Hey Name,



Sorry to call you out of the blue, but I am in the middle of the Summer Cereal Drive, and I am trying to double the amount of boxes that I raised last year... Explain why this drive matters to YOU, and how they can help. “

3

Post on Social Media

Tell the world that you are participating in the Summer Cereal Drive. Post your fundraising link in your bio and give your followers instructions on how they can donate.

