

# Ride For Food Fundraising Toolkit

Thanks for signing up for the Ride for Food and supporting The Food Project! We are excited for the ride. To help you help us reach our \$10,000 team goal, we've put together some helpful fundraising tools.

## Sample Emails Templates

Introduction Email:

Dear <recipient's name>,

On October 6th I will be riding <miles> to support The Food Project in the Ride for Food charity bike ride! I am excited to be riding for The Food Project team because <insert personal story here i.e. why you care about The Food Project or why you joined the team>. I rode last year and <highlight what was special about last year>.

I plan to raise \$1,000 to support The Food Project, and I need your help to make it happen! By donating to my ride, you will be supporting The Food Project's farms, the youth from the city and suburbs they host, and the vision of a world in which everyone has access to fresh, healthy food. Learn more about The Food Project!

The Ride for Food is a bicycle event organized by Three Squares New England to raise money for hunger relief throughout the Greater Boston area.

Donate now!<this should link to your personal fundraising page>

There is strength in numbers so please, join me, and take action. Thank you in advance for your support!

Reminder email:

Dear <recipient's name>,

The Ride for Food is fast approaching and I need your help to reach my \$1,000 fundraising goal to support The Food Project! I am riding for The Food Project because <insert your personal connection with The Food Project here>.



By donating to my ride, you will be supporting The Food Project's farms, the youth from the city and suburbs they host, and the vision of a world in which everyone has access to fresh, healthy food.

Please help me reach the finish line and donate today! <this should link to your personal fundraising page>

Thank you for your support!

### **Social Media Tips**

Sample Posts:

Consider using the following templates, also share videos and pictures. Use your personal fundraising page link on the Three Square's website.

I'm riding for @TheFoodProject in the #RideForFood because \_\_\_\_\_. Help me raise \$1,000 now! <https://ride.threesquaresne.org/give/129139/#!/donation/checkout>

I'm raising \$1,000 for @TheFoodProject in the #RideForFood because \_\_\_\_\_. Donate now! <https://ride.threesquaresne.org/give/129139/#!/donation/checkout>

Less than \_\_ weeks to go #RideForFood. Help me raise \$1,000 to support @TheFoodProject! <https://ride.threesquaresne.org/give/129139/#!/donation/checkout>

Thanks to my supporters who have already helped me raise \$\_\_ for @TheFoodProject #RideForFood. You can help too <https://ride.threesquaresne.org/give/129139/#!/donation/checkout>

Facebook:

On your personal fundraising page on the Three Squares website, there are links to share on Facebook or Twitter. You can utilize this feature or copy and paste the above posts.

### **Statistics**

Add statistics to get your readers' attention:

Did you know that 16.5% of children in Massachusetts are food insecure? I'm riding for The Food Project in the #RideForFood to fight for hunger relief. Help me reach my \$1,000 fundraising goal today!

Consider using the following statistics:

- 16.5% of children in Massachusetts are food insecure
- 10.6% of Massachusetts households – nearly 700,000 adults and children were food insecure

- There are more than 350,000 students eligible for free or reduced price school meals in Massachusetts
- As of 2013, there were more than 500,000 MA households participating in SNAP. This number continues to grow
- Nationally, more than 91% of SNAP benefits go to households with incomes below the poverty line. This is equal to \$19,790 for a family of three
- From 2003-2013, the food insecurity rate in Massachusetts has increased by 71% and it has stayed there
- Children make up 45% of all SNAP recipients

