Set the Holiday Table Toolkit

GIVE THE GIFT OF FOOD THIS HOLIDAY SEASON.
Dear Friends,

Thank you for your interest in supporting Feeding South Florida™ through our “Set the Holiday Table” fundraising campaign! Feeding South Florida’s mission is to end hunger in South Florida by providing immediate access to nutritious food, leading hunger and poverty advocacy efforts and transforming lives through innovative programming and education. Your fund drive is a vital part of our mission!

Throughout the holiday season, we serve thousands of children, families and older adults who don’t know what the week will hold. Will they have enough food for dinner that evening? What will the kids eat for lunch over the weekend when school is not in session?

**Will they be able to enjoy a holiday meal together?**

In South Florida, 706,430 individuals don’t know from where they will get their next meal. More than 230,000 of those individuals are children and nearly 130,000 are older adults.

This Holiday season, help us “Set the Table” and give the gift of food and hope. By donating to our “Set the Table” fund drive or creating your own fundraising page, you can ask friends from all over to participate. With a 98% efficiency rating, your fundraising dollars stretch further; for every $1 donated, we can provide 7 meals.

In this toolkit, you will fun and creative ways to help Feeding South Florida set the table for our families in need of food assistance, and encourage others to get in the spirit of giving as well. Because of YOU, our neighbors won’t have to worry about from where they will get their next meal. Instead, they can focus on what’s important this holiday season - family and securing a brighter future.

We thank you and appreciate your generous time and effort in helping Feeding South Florida provide nutritious food for those individuals struggling with food insecurity throughout Palm Beach, Broward, Miami-Dade, and Monroe Counties. Together, we’re Feeding South Florida.

Thank you for changing lives, one meal at a time,

Paco Vélez  
President & CEO  
Feeding South Florida
Set the Holiday Table
GET READY TO FUN-RAISE!

Raise money with friends, family or colleagues by hosting a “Set the Holiday Table” Fund Drive!
Create and customize your personal fundraising web page to raise funds and bring awareness to the issue of hunger in South Florida. With your customizable fundraising page, you can accept online donations, send “thank you” emails, share your progress, and invite your friends to “Set the Table” this holiday season. Anyone can host a fund drive, whether as a team or an individual.


2. On the campaign page, click the Fundraise button.

3. Create your FirstGiving account by filling out the form and clicking “Next.” If you have used FirstGiving before, just click the “Sign in with email” button and enter your email and password or click the “Sign in via Facebook”.

4. You’ll be asked if you would like to join a team. Select “I want to create my own team” and enter your team name and (optionally) a team description the campaign page, click the Fundraise button.

5. Customize your fundraising page as much as you want, you will be able to make more edits later.
   • Customize the text on the page and/or edit the title
   • Upload your own image or choose one of the default pictures to use
   • Set a goal amount (this will create a progress bar on your page)
   • You can even make the first donation to your page straight from this screen! This helps you raise more money since donors will arrive at a page that is already up and running

6. When you’ve made all the edits you’d like to make at this time, click Next.

7. You’ve successfully registered and created a fundraising page! A confirmation will be automatically emailed to you.

With a 98% efficiency rating, your fundraising dollars stretch further by giving to Feeding South Florida. **For every $1 donated to us, we can provide 7 meals.** Whether you’re fundraising as an individual or team, decide on a fundraising goal. Check out our toolkit for fun and easy ways to help set the table for our families in need. Remember to use social media to fundraise. Each social media platform has its own unique ways to boost your fundraising goal.

For assistance in completing your fundraising page, please contact our Community Outreach Coordinator, Michele Fernandez, at mfernandez@feedingsouthflorida.org

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@FeedingSouthFlorida
#FSFendshunger

www.feedingsouthflorida.org
Set the Holiday Table
FUN & EASY WAYS TO FUNDRAISE

Try some of these fundraising classics, or use these ideas as inspiration to discover your own ways ways of having fun and raising money!

**SET A PLACE AT THE TABLE**
Host a holiday diner and set an extra place on the table. This is a place for the silent guest, the person who won’t be eating because of food insecurity. Encourage guest to donate and help set the table for our families in need.

**BAKE SALE**
Fun to make and decorate, easy to sell, yummy to eat. Bake sales are as easy as pie and raise big bucks! Host a holiday themed bake sale and make sure to remind folks that $1 provides 7 meals!

**SOCIAL MEDIA**
Create a buzz around your fundraising efforts by posting about your efforts on social media and pledge to donate for every comment, like, repost or re-tweet you get. Remember to use #FSFSetTheHolidayTable.

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**FUNDRAISING IDEAS FOR CORPORATIONS**

**PAYROLL GIVING**
Individuals wishing to donate a portion of their pay to FSF are encouraged to talk to their HR or Finance departments. Contact us to learn about ways you can enroll your company in a program to ensure that colleagues have the ability to donate a portion of their paycheck on a weekly, monthly or quarterly basis.

**MATCHING PROGRAM**
Ask your HR department if your company has a matching gifts program. You can easily double any amount you’ve raised with no added effort! Be sure to ask your teammates to do the same. And remember, this is something your donors can inquire about as well!

**DRESS-DOWN DAY**
Ask your HR department if you can host a “Casual for a Cause” day at your office. Encourage colleagues to donate in exchange for the opportunity to “dress down” (wear non dress code attire) to work. Go a step further and have your company match each donation as an organization.

For more information, contact our Community Outreach Coordinator, Michele Fernandez, at mfernandez@feedingsouthflorida.org

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@FeedingSouthFlorida #FSFendshunger

www.feedingsouthflorida.org
1. Contact Feeding South Florida to register your food drive. The food drive representative will walk you through the online registration at www.feedingsouthflorida.org/donate-food

2. Plan a time, place, and type of collection vessel for your food drive.
   • Place a pallet underneath the collection vessel to simplify transportation
   • Food drives with 10+ locations can receive collection vessels from Feeding South Florida (availability is based on supply and inventory)

3. Turn in the Feeding South Florida logo usage agreement, and receive approval for any flyers, T-shirt designs, or other kinds of distribution materials.

4. Publicize and conduct your food drive!

5. Collect names and emails of those who support your drive. Feeding South Florida can send individual Thank You letters for supporting our mission.

6. Drop off your collected items at our Main Warehouse anytime Monday - Friday, 2:00PM to 5:00PM.
   • Food drives that have collected more than 500lbs of food qualify for Feeding South Florida pick-up (1,000lbs during the holiday season from October-December)
   • Combine food drives with multiple locations to one single pick-up location

MOST NEEDED ITEMS
- Peanut Butter
- Cereal (hot & cold)
- Pasta
- Rice
- Beans
- Canned Vegetables
- Canned Meals
- Canned Soups
- Canned Tuna & Meat
- Fruit Cups

ITEMS WE CANNOT ACCEPT
- Items that have been opened or partially-used
- Products not in their original packaging
- Products with no ingredient information labels
- Homemade or home-canned goods
- Products that have been contaminated
- Alcoholic beverages or energy drinks of any kind
- Items in glass jars
- Canned items more than 3 years old
- Any kind of medicine
- Expired baby food or baby food not in a plastic container

Set the Holiday Table
HOW TO CONDUCT A FOOD DRIVE

Let us help you make your food drive a success! Please email Community Outreach Coordinator, Michele Fernandez, at mfernandez@feedingsouthflorida.org
Although we have year-round volunteer opportunities, the holidays bring exciting events that occur only once per year, and our Set the Holiday Table Sort-A-Thon is one of those events! Be a part of the camaraderie, fun, and thousands of pounds of food sorted for those struggling to set the table this holiday season.

WHEN
Saturday, Dec. 14, 2019

SHIFTS
8:00AM to 10:30AM
11:00AM to 2:30PM
3:00PM to 5:30PM – KIDS’ SHIFT
UP TO 100 PEOPLE PER SHIFT

WHERE
FSF’s Main Warehouse
2501 SW 32 Terrace
Pembroke Park, FL 33023

HOW
To register, please visit our website, feedingsouthflorida.force.com and click on the Set the Holiday Table graphic on the main page. Due to space restrictions, we are not able to accommodate walk-ins – we ask that you please register prior to Dec. 10, 2019.

ATTIRE
As with any sort shift, please wear comfortable clothing such as a t-shirt and jeans. CLOSED-TOE SHOES must be worn and no heels. Please do not bring purses or valuables into the warehouse.

For more information, send and email to volunteers@feedingsouthflorida.org with your contact information or visit www.feedingsouthflorida.org.
SUGGESTED SOCIAL MEDIA POSTS

Please join me and share! Help me set the holiday table for families struggling to make ends meet this holiday season. Donate or start your own fundraising page today http://bit.ly/fsfoutrunhunger10

Please donate! This holiday season, help @FeedingSouthFlorida in their mission to end hunger in South Florida! Every $1 = 7 meals!” [Include customized firstgiving.com link]

I am participating with @FeedingSouthFlorida to help feed the 706,430 individuals struggling to put food on the table in South Florida this holiday season! [Include customized firstgiving.com link]

This holiday season, give the gift of food. Help @FeedingSouthFlorida set the holiday table for neighbors in need of food assistance. [Include customized firstgiving.com link]

MAKE SURE TO FOLLOW US!

Please be sure to tag us @FeedingSouthFlorida and use our hashtags: #FSFendshunger #FSFSetTheHolidayTable

For more information, contact our Community Outreach Coordinator, Michele Fernandez, at mfernandez@feedingsouthflorida.org

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