



Ottawa Food Bank
La Banque d'Alimentation d'Ottawa

FUNDRAISING TIPS

At the Ottawa Food Bank our vision is to provide healthy, accessible, sustainable food for all. Community led initiatives and creative fundraising events make a difference and help those in need get beyond hunger. Donate food, funds, or both and get your friends, family, and colleagues to join the fun!

Now that you have registered your food drive, fund drive or event, it is time to start fundraising. Check out our tips below to help you reach your goals.

FUNDRAISING CHECKLIST

We always suggest that you consider the **5 x W's** and the **HOW** of your campaign before you launch.

WHY? We are grateful that you have chosen to support the Ottawa Food Bank, but you must get focused on **YOUR** why. Why are you motivated to support the Ottawa Food Bank and why should those in your network support you? You have a reason why, make sure you spell it out for people.

WHAT? What is your goal and what are you asking of your community? Have you decided to host an in-person food drive, an online fund drive or perhaps you have an idea for another type of creative event? (Need inspiration? Check out our [fundraising ideas here](#). The *what* is up to you!

WHERE? Congratulations, you have confirmed your what! Now it is time to think about logistics... Where will you host your event? Use our Peer-to-Peer tools to bring your online donation page to life! If you have decided to host an in-person food drive, think about where your community comes together. Is it at a neighbourhood community centre, a park, an office space?

WHEN? Determine a timeline. When will your event take place? Campaigns are most successful when there is a start and an end date. A deadline motivates people to act with a sense of urgency. If you reach your goal early in the timeline – stretch yourself further! Celebrate the moment, and let your network know that their outstanding generosity means your goal can be set even higher.

WHO? Do not limit yourself. Make a list of everyone in your network. Family, friends, colleagues, neighbours, teammates, classmates, local businesses... cast a wide net. You might be surprised who will step up to support your efforts.

HOW? Plan your approach of how you will promote your fundraiser. Spread the word! Use email, social media and word of mouth. Compose your own messaging or use the templates we have created to get you started.

Motivate others to support your fundraiser by supporting yourself **FIRST**. Be your first donation every time.

Asking people to donate might feel intimidating, but once you get started you will likely be surprised by people's generosity and desire to help. Start with those closest to you and build from there.

Communicate often and be generous with your gratitude! Provide updates on your progress along the way and always say THANK YOU.

Thank you for choosing the Ottawa Food Bank! You are helping us help people get beyond hunger.