



GATHER HERE FOR #NOKIDHUNGRY

Inside you'll find:

- ◆ Friendsgiving host spotlights
- ◆ Planning checklist
- ◆ Fundraising tips

NoKidHungry.org/Friendsgiving

FRIENDSGIVING[®]
FOR NO KID HUNGRY

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NEED HELP? Our online resources and FAQ's at NoKidHungry.org/Friendsgiving offer answers to most questions.

CAN'T FIND WHAT YOU'RE LOOKING FOR?
Call us at 800.761.4227 or
email friendsgiving@strength.org



WELCOME TO FRIENDSGIVING® FOR NO KID HUNGRY



Dear Friendsgiving Host:

Thank you for joining Friendsgiving® for No Kid Hungry! By signing up to host, you've taken the important first step in helping us connect our nation's hungry kids with the food they need every day. Every \$10 you raise as part of your fundraiser can connect a child with up to 100 meals. What better way to celebrate with your friends than to give back to those in need?

Because we want your Friendsgiving to be as much fun as it is successful, we're excited to share this toolkit to help make your event the best it can be. Here you will find stories of featured hosts that really knocked it out of the park last year and tips for fundraising at your event.

You can find other fundraising inspiration, decorations and decorating tips, recipes and more in our resource center at NoKidHungry.org/FriendsgivingResources. And be sure to join our [Friendsgiving Host Facebook Group](#). Simply search Friendsgiving for No Kid Hungry and request to join.

Thank you for being a part of Team No Kid Hungry. Let's get started!

Sincerely,



A handwritten signature in black ink that reads "Jessica Bomberg".

Jessica Bomberg
Friendsgiving for No Kid Hungry

FRIENDSGIVING CHECKLIST

Use this checklist to make sure you've got everything covered for your upcoming Friendsgiving celebration. Don't hesitate to contact us at friendsgiving@strength.org if you need any additional support.

GET STARTED

- Go to NoKidHungry.org/Friendsgiving to login to your Fundraising Center. Take two minutes to connect your Friendsgiving fundraiser to Facebook. Facebook can help you raise more money without much work.
- Then, personalize your fundraising page and use our email template tools to invite your friends to support your fundraiser and share on social media.
- Familiarize yourself with the resources available at NoKidHungry.org/FriendsgivingResources to help you host your event. We also have a Pinterest page at Pinterest.com/FriendsgivingForNoKidHungry for inspiration.
- Save-the-date: Email your guests to invite them to attend and support your Friendsgiving fundraiser.
- Consider finding a co-host or building a team to help you plan, cook, fundraise and host. There are never too many cooks in the No Kid Hungry kitchen.

EARLY BIRD GETS THE WORM

- Now's the time to decide how you are going to raise funds for No Kid Hungry.
- A raffle is the calorie-free option that is sure to help you raise extra funds. Ask local retailers to donate merchandise or gift cards.

- Have a dessert auction. Ask local bakeries, or especially talented friends, to donate a specialty cake, pie or cookie platter and let the bidding begin.
- Setup a cookie decorating station to keep kids busy while their parents mingle. Ask for a \$2 donation to decorate and the kids get to keep/eat their masterpieces.
- We've included our favorite Friendsgiving fundraising ideas on page 5 as well as some general fundraising tips on page 8.

GET THE WORD OUT

- Update your fundraising page with new details and send reminder emails to your friends and family about your event. Email templates are available in your Fundraising Center, which you can access by logging in through NoKidHungry.org/Friendsgiving.
- Share your Facebook fundraiser with your friends. Use the invite button on your fundraising page to make sure every one of your friends gets an additional notification to visit your page.
- Ask friends who can't join you for Friendsgiving to still give to your fundraiser and share with their networks on Facebook, Twitter and other social media sites.

GET IN THE KITCHEN

- Think about which items you can make in advance and freeze or store safely.
- If you're hosting a potluck event, make sure your guests know what they should bring so you don't have 5 dishes of macaroni & cheese.
- Ask local bakeries and supermarkets to donate food and beverages for your event.
- Make sure you're aware of any allergies or diet restrictions of your guests and plan accordingly.
- Check out NoKidHungry.org/FriendsgivingResources and Pinterest.com/FriendsgivingForNoKidHungry for recipes, cocktails, uses for leftovers and more.

AT YOUR EVENT

- Hang up your Friendsgiving poster and bunting along with your personal decorations.
- Remind guests why they're there. Be prepared to speak about childhood hunger and the impact their donations will make for kids across the nation.
- We created some templates, from name tags to No Kid Hungry talking points, for you to share at your event. NoKidHungry.org/FriendsgivingResources
- Put out a donation jar or a tablet with your fundraising webpage already open so guests can easily make additional donations during your celebration.

SUBMIT YOUR FRIENDSGIVING FUNDS

- Encourage your friends to donate online directly to your fundraising

page. Checks can be mailed to Share Our Strength - Friendsgiving for No Kid Hungry, PO Box 75203 Baltimore, MD 21275. Make checks payable to Share Our Strength. Be sure to include a note with your name on it so we can add the funds to your online fundraising total.

DON'T FORGET TO SAY THANKS

- Once you're done, take the time to thank everyone who contributed to your fundraiser.
- Please also take a moment to congratulate yourself on a job well done and know that you made a difference by helping to ensure that no kid grows up hungry in America.

CAN'T HOST?

- Connect your Friendsgiving account to Facebook and share with your friends. Post often!



FOOD AND WINE PAIRING

Alysia Romero • Danville, CA



“ In the past, my husband and I have cooked the main course of turkey, gravy and cranberry and our friends have each brought a side. This year, because we love to cook and entertain, we decided to make it more of a food and wine pairing dinner and asked our guests just to bring themselves and consider donating a little extra to the cause in lieu of bringing a dish or a bottle of wine. We made a fall salad with arugula, pears, candied pecans and goat cheese and then cooked beef tenderloins sous vide, seared them and served the fleets with a whipped horseradish cream sauce, roasted asparagus with parmesan & crispy herbed new potatoes, and a pear/apple crisp with vanilla ice cream for dessert.

For additional fundraising efforts, I also posted my personal fundraising page to all of my social media pages. Since this is my 4th year, I have established a relationship with some local vendors for small discounts on party rentals/serve wear and flowers and this year Hestan Vineyards even donated a case of wine for our event. AXR Winery also donated a silent auction item of a VIP tasting and reserve bottle from the owner's personal cellar, which also helped to raise money. I hope to add more of these fun silent auction items next year. Each year, we try to make it a little bigger and better. I was excited to reach just over my goal of \$2,000 this year, as it was the most raised ever.



HOW TO

TURN YOUR FRIENDSGIVING CELEBRATION INTO A FUNDRAISER FOR NO KID HUNGRY

Any celebration you host will be fabulous. We have no doubt about that. So we are here to help you integrate fundraising activities—as seamlessly as possible. Combine these ideas with the fundraising tips on page 8 to make a huge impact!

DONATIONS FOR LEFTOVERS | Who doesn't love holiday dinner leftovers? Just think of those turkey sandwiches. Get the Tupperware ready for anyone that makes a donation before leaving. Pick an amount—maybe \$10—per container.

GO LIVE ON FACEBOOK | Let all of Facebook in on the party by going live for part of your celebration. Pick a time with a lot of action. Karaoke anyone? Make sure to include the link to your fundraising webpage in the description of your live video and mention it multiple times as you film.

FILL A BOOT, TREASURE CHEST OR OTHER VESSEL | You should always have a donation jar when hosting a fundraiser; somewhere for your guests to drop their extra change or cash. Instead of a jar, we recommend using a less conventional collection vessel like a boot, pirate chest, or even a large Oktoberfest beer stein. Make it unexpected!

PLAN A RAFFLE | Let your guests fill up on food and cocktails while trying to win a fitness class pass, movie tickets, or a gift card for more food and drinks! Go around to local businesses, especially those you frequent, and ask for raffle items in return for recognition. A raffle is also the calorie-free option for your guests who are trying not to over-indulge.

HOST A DESSERT AUCTION | Do you make an amazing apple pie or are you a skilled cake decorator? Are any of your friends? Auctioning off yummy desserts that guests can take home will be sure to help you raise more funds.

PICK AN ACTIVITY | Add some extra fun into your celebration but make it pay-to-play. Karaoke and charades are proven party hits. But since it's the holidays, think about adding something that everyone expects to do this time of the year like pumpkin carving or cookie decorating.

TRIM A TREE | If you're hosting your Friendsgiving celebration closer to Christmas, consider turning your party into a tree trimming. But instead of asking guests to each bring an ornament, ask them to make a donation in the amount they would have spent on a hostess gift.

FRIENDSGIVING PREMIER HOSTS

Congratulations to our Top 10 Fundraisers from 2019!

Anne Marie Coan

\$11,876

Leigh Hall

MeTEORitesgiving

\$7,630

Sarah Puckett

\$5,800

Kimpton Hotels

\$5,541

Sean Doran

\$5,309

Elizabeth Rider

\$4,671

Peg Regan

Give Green for Kids on

St. Paddy's Day

\$3,880

Johanna Elsemore

\$3,300.72

Ariana Fodera

\$3,251

Tiffani Beaston

Beauty and The Beastons

\$3,095

*Totals as of 6.15.20

And a special thank you to all of our 2019 Friendsgiving Premier Hosts who raised \$1,000 or more.

Want to become a Friendsgiving Premier Host? All you have to do is raise \$1,000 this year. Here are a few proven tips that many of our top 10 Premier Hosts use.

- ◆ Leverage social media to ask your friends—even those that are not able to attend your Friendsgiving—to support your fundraising efforts.
- ◆ Ask for a company match. Many companies allow company matches for fundraising initiatives. Find out if your company will match gifts, and start the process early.
- ◆ Add a raffle with items from local businesses or hand-made goodies to sell at your Friendsgiving. This is an extra opportunity to gather additional funds the day of your event.



ALL IN THE DETAILS



Shanée Walker • Brooklyn, NY

“ On November 2, 2019, I hosted a Friendsgiving on behalf of No Kid Hungry. To help with the effort, I used the No Kid Hungry resources and took weekends and downtime in between and after work to chat with local establishments to obtain in-kind donations and or discounts toward items needed for the event. Though there were many unanswered emails, the couple of yes’ received made all the difference. Thanks to the resources



provided, I was able to obtain a donation of flowers from a local florist, which not only helped serve as beautiful centerpieces for the dinner table but was also used as a raffle item for the first 3 people to provide a donation during dessert. To make the day a success, I obtained dietary restrictions in advance from RSVPs and had the dinner catered by a local restaurant. Upon sharing the details of this Friendsgiving dinner, the restaurant worked within my desired budget and kindly donated an extra dish and dessert towards the day. I scheduled weekly emails spreading the word to friends, family and establishments with a deadline of November 3. One local establishment allowed us to be creative and provided a special “No Kid Hungry” discount code for the week leading up to Friendsgiving. This code gave 10% off items and 15% of the purchase and proceeds were donated directly to No Kid Hungry. In the end, the day was a success, the message of No Kid Hungry and their initiative really touched the hearts of my loved ones and local establishments, and we exceeded our fundraising goal, raising enough to provide over 6,500 meals to children in need.



5 FUNDRAISING TIPS FOR YOUR FRIENDSGIVING

These 5 tips will help take your event to Premier levels.

REMEMBER: every \$10 you raise can help connect a child with up to 100 meals.

1 SET A GOAL

The average Friendsgiving celebration raises around \$400. Use this as a starting point for your fundraising goal, or raise the bar. Your goal gives you, your teammates and your donors something to work towards. Set your goal and raise \$1,000 to become a Premier Host!

2 JUST ASK

For raising funds at your Friendsgiving fundraiser or online, the number one rule is, just ask! You'd be surprised how many people are happy to support your efforts. And besides, if you don't ask, they don't have the opportunity to say yes. Don't be afraid to ask more than once. Even those with the best intentions need a little reminding.

3 VIRTUAL SUPPORT

Not everyone will be able to attend your Friendsgiving celebration, but that doesn't mean they won't want to support your efforts. Collecting online donations from friends and family gives everyone a chance to help. Follow the steps in your online Fundraising Center to setup a Facebook fundraiser and get started.

4 MAKE A PERSONAL DONATION

When your friends, family and co-workers see that you are supporting the cause and all the hard work you are putting into your event, they will want to help in any way they can.

5 CELEBRATE YOUR SUCCESS

We know it's hard to ask people for money, but don't forget you're hosting a celebration for them. Your friends will have a chance to give to a good cause and they get to have a good time, too. After your event, email and post a message announcing your fundraising total and thanking your donors and guests. Include some photos from your celebration!

HOW YOUR FRIENDSGIVING HELPS



While you have so much to celebrate this holiday season, it's important to remember that **1 in 4 kids could face hunger this year**

because of the coronavirus. But when you use the tips found in this booklet to fundraise, your Friendsgiving event really can make a difference for them.



\$50 can help provide up to **500 meals** for hungry kids



\$100 can help buy a **school meal cart**



\$250 can provide **ten months of afterschool snacks**



\$500 can support a **school kitchen upgrade**



\$1,000 can fund a community-wide outreach program to **inform up to 10,000 families about free summer meals** available for their children.

WE APPRECIATE YOU!

WE KNOW PUTTING TOGETHER A FRIENDSGIVING EVENT TAKES EFFORT SO WE'D LIKE TO REWARD YOU FOR YOUR HARD WORK.

Reach **\$500** in your fundraising this year and we will send you a Friendsgiving for No Kid Hungry apron.



At **\$1,000** pair of Friendsgiving stemless wine glass and a Friendsgiving for No Kid Hungry wine bag and corkscrew.



*While supplies last. One gift per registration.

FRIENDSGIVING[®]
FOR NO KID HUNGRY

SPECIAL THANKS TO OUR SPONSORS



SONOMA-CUTRER



Friendsgiving for No Kid Hungry
1030 15th Street NW, 1100W • Washington, DC 20005
friendsgiving@strength.org • 1-800-761-4227