

The background is a solid orange color. Scattered across the page are numerous footprints in two colors: bright yellow and a vibrant orange. The footprints are of various sizes and orientations, some pointing towards the center and others towards the edges. In the center of the page, there is a large, horizontal oval shape defined by a dashed yellow line. Inside this oval, the words "FUNDRAISER'S GUIDE" are written in a large, bold, white, sans-serif font.

# FUNDRAISER'S GUIDE

Everything you need to know  
to fundraise like a pro

PROJECT BREAD'S  
THE **WALK** FOR  
**HUNGER**<sup>®</sup>

SUNDAY MAY 4, 2025



# WELCOME WALKER,

Thank you for your dedicated support of The Walk for Hunger! We are thrilled you've decided to take your impact even further by fundraising to join Project Bread's movement to end hunger in Massachusetts.

Your partnership in this mission is invaluable. By choosing to fundraise, you're not only making a difference—you're also introducing Project Bread to your friends and family, expanding the movement for hunger relief. That's a big deal!

To make your fundraising journey for The Walk for Hunger as smooth and simple as possible, we've put together this Fundraising Guide filled with tips, templates, and creative ideas to help you succeed.

Let's get started!



# INTRODUCTION

Whether you're new to fundraising or a seasoned pro, this guide will help you make the biggest impact in The Walk for Hunger.

We want your fundraising journey to be easy, fun, and successful, so we've put together everything you need to know to help you fundraise with confidence.

Get ready to rally your network and raise funds to help end hunger in Massachusetts!

Sign in and manage your fundraiser at

**[GIVE.PROJECTBREAD.ORG/WALK](https://GIVE.PROJECTBREAD.ORG/WALK)**





# FUNDRAISING

Use these tools to crush your fundraising goal!



# GETTING STARTED

## SETTING UP YOUR FUNDRAISING PAGE

When you register for The Walk for Hunger, you'll receive your own personalized fundraising page. Need support accessing your fundraising page? [Click here](#). Once you're ready, here are some tips for how to communicate with your network to drive the biggest impact.

## SET YOUR GOAL

Setting a goal for your fundraiser is your first step. We suggest starting with a goal of \$250. Once you've reached your goal, you can always increase it and raise more funds!



## PRO TIP

To jumpstart your fundraising, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.

## TELL YOUR STORY

More than anything, your friends, coworkers, and family want to support you! Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible. It's important to communicate how our mission to end hunger in Massachusetts is meaningful to you, why you are participating in The Walk for Hunger, and why you've decided to fundraise in support of this cause. Don't hesitate to pull at their heartstrings; people are more likely to give if there's an emotional connection!

# FUNDRAISING BEST PRACTICES

Fundraising leverages the power of your social network to raise crucial funds that help move us closer to our goal of ending hunger in Massachusetts. The success of your fundraising efforts depends heavily on the amount and ways that you're sharing your efforts with friends, family, and colleagues. Social media, email, and text messaging are some of the best ways to get your efforts noticed.

## WHAT'S THE BEST WAY TO SHARE?

Sharing your fundraising efforts via your Facebook, Instagram, or LinkedIn, in addition to your own personal contact list, is the best way to get people involved and excited. Leveraging these networks is how you'll meet—and hopefully exceed—your goal. You won't have the phone number of all of your network contacts, but choose a few that you know will respond well to a more intimate request: text messaging. Don't inflict a group text on these people; take the time to send individual (copied and pasted) texts to each one. Consider starting with the last 10 people you've texted!



## PRO TIP

Get personal and select a handful of your closest family and friends to reach out to as you start fundraising. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the cause.

# COMMUNICATING WITH YOUR NETWORK

There are five key times you should aim to communicate with your network while fundraising to support The Walk for Hunger:

- Fundraising launch
- Reminder post-launch
- Midway goal
- Final push
- Fundraising goal reached and thank you!

We recommend maintaining momentum between each of these main milestone communications with a few social media posts and emails or texts to help keep your efforts top of mind!



## PRO TIP

Write your fundraising communications in your own voice. Your outreach can be as formal or informal as you like. These messages are from you, so let your personality shine through!



# READY, SET, FUNDRAISE

Now that you've got all the fundraising tips and best practices, it's time to put them into action with confidence!

To make your fundraising efforts as easy as possible, we've included sample messages you can use to reach out to your network. Just copy, paste, and start fundraising!

Every dollar you raise helps provide nutritious food for those in need—let's do this together!



# Announcement #1 – Fundraising Launch!

Send: Right after you've finished setting up your fundraising page.

The purpose of this announcement is to let your community (social media, friends, family, peers, colleagues, neighbors) know that you've signed up to raise funds for The Walk for Hunger and that you need their support. What do you need to do? Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals. The goal is to share, share, share!

## EMAIL

Subject: Help Me Fight Hunger – Help Me Hit My Goal!

Hey [Name]!

Want to help me make a difference in the fight against hunger in Massachusetts?

I know how deeply you care about the well-being of kids and families in our community. I do, too, which is why I'm raising funds for Project Bread's 57th Walk for Hunger this year.

Hunger affects so many people right now, and this is an opportunity for us to make a meaningful difference together. Plus, with free entertainment and activities right on Boston Common alongside thousands of like-minded neighbors, it's a great way to kick off spring!

Your support would mean so much to me! Every little bit helps—whether it's a donation or sharing my fundraising page with others, you'll be making a real difference for people struggling to make ends meet. If you're able to contribute, you can visit my fundraising page here: [\[Insert Individual Fundraising Page Link\]](#)

Your contribution to my fundraiser will help provide essential food relief for kids and families facing food insecurity in Massachusetts. Together, we can make a tangible difference in the lives of those in need, all while feeling the joy of community-powered change.

Whether you're supporting my fundraiser or registering to join me at The Walk, I'm excited to make an impact together! Here's the link to my page: [\[Insert Individual Fundraising Page Link\]](#)

Thank you for your generosity and support,  
[Your Name]



## SOCIAL POSTS

Let's gear up against hunger! 🤝 Join me in supporting The #WalkforHunger to raise funds for food relief! Donate to my fundraiser and help people access food with dignity. Every little bit helps! ❤️  
[\[Insert Individual Fundraising Page Link\]](#)

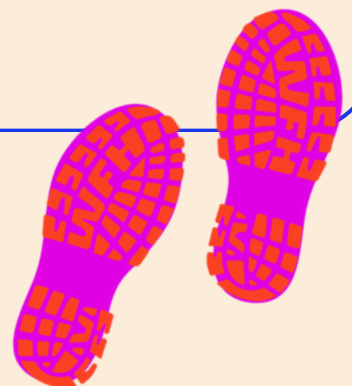
Feeling inspired? Register for free right now to join me at The #WalkforHunger on Sunday, May 4th. You, me, and thousands of our kind-hearted neighbors all coming together to make a difference against hunger— whattaya say? 😊 Whether you're registering to walk with me or supporting my fundraiser, I'm excited to make an impact together! 🤝 [\[Insert Individual Fundraising Page Link\]](#)

Fighting hunger with FUN! 😊 I'm fundraising for The #WalkforHunger with @projectbread – a 3-mile walk on Boston Common with music, activities & more! Help me support MA families facing food insecurity AND enjoy a great day out! Register or give here: [\[Insert Individual Fundraising Page Link\]](#)

## TEXT

Hey [\[Name\]](#)! 😊 I'm fundraising to help our neighbors afford food with The Walk for Hunger this May, and I'm reaching out because I know you care about making an impact in our community. Let's walk and fundraise to help end hunger in our state!

Together, we can provide food relief to families and kids facing hunger right here in Massachusetts. Whether you're registering to walk with me or supporting my fundraiser, I'm excited to make an impact with you! Here's the link: [\[Insert Individual Fundraising Page Link\]](#)





# Announcement #2 - Reminder!

Send: A week after your first announcement

Life is busy! You want to make sure your network has the opportunity to support your fundraising efforts to support the Walk for Hunger and end hunger in Massachusetts. Think of this as an ICYMI (In Case You Missed It) or follow up to your announcement message!

## EMAIL

Subject: Help Me Fundraise Against Hunger

Hey [Name]!

Did I tell you? This year, I'm one of the thousands of people in Massachusetts fundraising for Project Bread's 57th Walk for Hunger! Since you're someone who I know cares as deeply as I do about helping out those who need a hand, I wanted to make sure you didn't miss this opportunity to join me in making a real, positive difference.

The Walk for Hunger supports families and kids who are facing food insecurity right now— new moms who can't afford formula, seniors who are choosing between medications and meals, kids who fall behind in school without a nutritious breakfast to start their day.

Your support would mean the world to me. Whether it's a small donation or just spreading the word, it all helps hard-working people make ends meet during their time of need!

If you're able to contribute, here's my fundraising page: [\[Insert Individual Fundraising Page Link\]](#)

Thank you so much for considering, and let me know if you want to join The Walk with me!

I appreciate you so much!

[Your Name]

## TEXT

Hey [Name]! 😊 I'm raising money for Project Bread's 57th Walk for Hunger, and your support would mean the world to me. Whether it's a small donation or just spreading the word, it all helps! If you're able to contribute, here's my fundraising page: [\[Insert Individual Fundraising Page Link\]](#)

Thank you so much for considering, and let me know if you want to join The Walk with me! 💙

## SOCIAL POSTS

Make a difference AND have fun! 🎉 I'm joining The #WalkforHunger with @projectbread on May 4th on Boston Common! It's a free, family-friendly day packed with games, entertainment, & a 3-mile walk to fight food insecurity. ❤️ Support my fundraiser & join the fun! [\[Insert Individual Fundraising Page Link\]](#)

Join me in standing up for our community! I'm joining thousands of compassionate folks to fundraise and give critical food relief to kids & families in MA are struggling with hunger. 🙏 I'm supporting The #WalkforHunger with @projectbread to help. Donate to my fundraiser: [\[Insert Individual Fundraising Page Link\]](#) Together, we can make a change! ❤️

I'm SO close to my fundraising goal for The #WalkforHunger with @projectbread! 🚀 Just a little more to help struggling families in MA access food with dignity. Please donate what you can & help me cross the finish line! 🙏 [\[Insert Individual Fundraising Page Link\]](#)



# Announcement #3 - 50% to goal

Send: When you're halfway to meeting your fundraising goal

The purpose of the midway announcement is to let your network know that you are halfway to meeting your fundraising goals and still need help to get to the finish line. You're doing a great job! So, your message should sound excited and get your network to feel motivated to help you reach your goal!

## EMAIL

Subject: Halfway There – Let's Finish Strong! 💙

Hey [Name]!

We've hit the halfway mark! Thanks to your generosity, I'm 50% of the way to reaching my goal for the 57th Walk for Hunger. I'm so grateful for your support—it's making a real impact!

But the job's not finished until hunger's gone! I still need your help to reach 100% and make sure no one in Massachusetts goes hungry. Can you help me push through the next half?

Here's the link to donate: [\[Insert Individual Fundraising Page Link\]](#)

Or join my team, [\[Insert Team Name\]](#) here: [\[Insert Team Page Link\]](#)

Thank you so much for being part of this! Let's finish strong together!

[Your Name]

## TEXT

Hey [Name]! Not sure if you caught the news, but I'm 50% of the way to reaching my fundraising goal for the 57th Walk for Hunger 🎉 I'm wondering if you can give today to help me hit my goal and make sure no one in Massachusetts goes hungry? Any amount makes a difference, and you can even use your Venmo balance! Here's the link to donate:

[\[Insert Individual Fundraising Page Link\]](#) Thanks for your support! 😊





## SOCIAL POSTS

🎵 Ohhh, we're halfway there 🎵 Just [AMOUNT] more to reach my fundraising goal for the 57th #WalkforHunger with @projectbread. Will you give right now to help break the cycle of hunger in Massachusetts? Help me make it all the way there!!! 🎉🙏: [\[Insert Individual Fundraising Page Link\]](#)

In Massachusetts, no one should go hungry. Join me & support The #WalkforHunger with @projectbread by helping me hit my fundraising goal of \$[Your Goal]! No amount is too small. Donate here: [\[Insert Individual Fundraising Page Link\]](#)

Guess what? I'm halfway to my fundraising goal for this year's #WalkforHunger! If the @projectbread mission to #MakeHungerHistory resonates with you, please consider donating to help me reach my goal! [\[Insert Individual Fundraising Page Link\]](#)

Help me smash my goal against hunger! 🎉🙏 I'm walking in The #WalkforHunger with @projectbread to fight food insecurity in Massachusetts, and I need your help to reach my \$[Your Goal] fundraising goal! Every dollar makes a HUGE difference. Donate now & let's end hunger together! ❤️🙏 [\[Insert Individual Fundraising Page Link\]](#)

# Announcement #4 - The Final Push!

Send: The week of the event (April 28, 2025)

The purpose is to inform your community that time is running out but they can still help you reach your goals by donating and/or sharing your fundraising page with their network. These messages help create a sense of urgency with a time-sensitive deadline so your community knows they only have a little time left to help you reach your goals.

## EMAIL

Subject: Help Me Hit My Goal – Let's End Hunger Together! 🙏❤️

Hey [Name]!

I'm raising money with my team, [Insert Team Name], to provide critical food relief for kids and families in Massachusetts, and every dollar counts. If you're able to contribute, I'd be incredibly grateful!

I'm so close to hitting my goal, and together we can make a huge impact on hunger in our state.

Here's the link to help: [Insert Individual Fundraising Page Link]

Let's make this goal happen! Thanks for helping me make a difference!

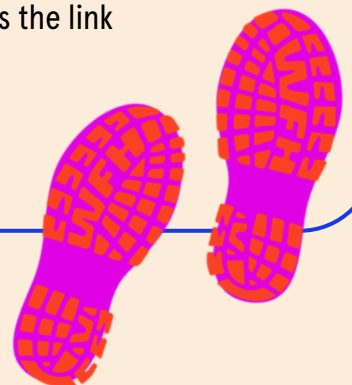
[Your Name]

## TEXT

Hey [Name] 🙌

I'm so close to hitting my fundraising goal for the 57th Walk for Hunger, and I could really use your help to get there! 🙏 If you haven't donated yet (or if you're up for chipping in again), I'd be so grateful! Every bit helps families and kids in MA who are facing hunger. Here's the link to help: [Insert Individual Fundraising Page Link]

Thanks a ton for your support! ❤️ Let's crush this goal together!





## SOCIAL POSTS

X days left! 📅 Join me in supporting the 57th #WalkforHunger with @projectbread. Your donation helps provide food with dignity to MA families. Let's make a difference together! 💙 [\[Insert Individual Fundraising Page Link\]](#)

ONE WEEK until the #WalkforHunger! 💙 Support my incredible team, [\[Team Name\]](#), as we fight food insecurity in MA! Every dollar brings us closer to our goal. Donate here & help us make a difference! 🙌🏽  
[\[Insert Individual Fundraising Page Link\]](#)

I'm so proud to be walking with [\[Team Name\]](#) in the #WalkforHunger! ❤️ These people are so passionate about ending hunger in our community, and I can't let them down!!! Help us reach our team fundraising goal & show your support! 🙏🏽 Every bit counts, and I'm truly SO grateful for whatever you're able to give so our neighbors can get help affording food! Donate here: [\[Insert Individual Fundraising Page Link\]](#)



# Announcement #5 - Thank You

Send: The week after The Walk for Hunger OR when you hit your fundraising goal

The purpose of this is to let your network know that you've reached your fundraising goal and thank everyone who helped support you with a personal message. The tone should be congratulatory and should thank your network for their support and donations. This is also a great way to share the impact of their support!

## EMAIL

Subject: Thanks For Being You

Hey [Name]!

I just wanted to send a big THANK YOU for supporting my Walk for Hunger fundraiser! Your generosity is seriously appreciated. Every little bit is going to help families and kids in need, and that's because of YOU!

If you're feeling inspired (or just want to do even more good), I'd love for you to join me at The Walk! It's going to be a fun way to make a difference together.

Here's the link if you want to pass it along to others or register to walk with me: [\[Insert Team Page Link\]](#)

Thanks again, you're amazing!

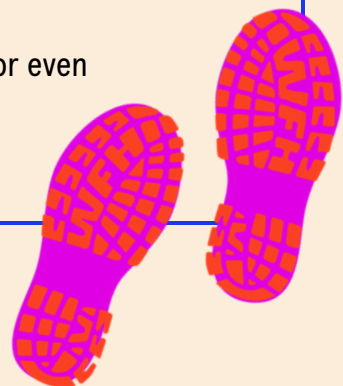
[Your Name]

## TEXT

Hey [Name]! 😊 I just wanted to send a big THANK YOU for supporting my Walk for Hunger fundraiser! Your generosity is seriously appreciated. 🙌💙 Every little bit is going to help families and kids in need, and that's because of YOU! If you're feeling inspired (or just want to do even more good 😊), I'd love for you to either donate again or even join me at The Walk! It's going to be a fun way to make a difference together.

Here's the link if you want to add to your support, pass it onto your own network, or even register to walk with me 🌟: [\[Insert Individual Fundraising Page Link\]](#)

Thanks again, you're amazing! 💪





## SOCIAL POSTS

Gratitude overload! ❤️ A huge THANK YOU to everyone who supported my #WalkforHunger fundraiser. Your generosity is helping families across MA fight food insecurity. Want to join The Walk? There's still time! [\[Insert Individual Fundraising Page Link\]](#)

You're making a difference! 🙌 Thank you for supporting my #WalkforHunger fundraiser. Your generosity is feeding families across MA. Let's keep the momentum going! Donate again or walk with me: [\[Insert Individual Fundraising Page Link\]](#)

Feeling blessed by your support! 🙏 Your donations to my #WalkforHunger fundraiser are changing lives. Want to amplify your impact? Join me at The Walk or contribute again: [\[Insert Individual Fundraising Page Link\]](#)

Thanks for being an anti-hunger hero! 🦸🦹 Thanks to your donations, we're making a real impact on hunger in MA. Every dollar counts in the #WalkforHunger. Feeling inspired to do more? Donate again or join me: [\[Insert Individual Fundraising Page Link\]](#)

# ADDITIONAL RESOURCES

Visit [projectbread.org/fundraising-resources](https://projectbread.org/fundraising-resources) for:

- Step-By-Step Guides to Manage Your Fundraiser
  - Signing In to Classy
  - Update profile picture > [Watch Video Tutorial](#)
  - Connecting to Facebook > [Watch Video Tutorial](#)
- Handouts & Posters
  - Ways to Participate
  - Join Our Team
- Fundraiser Toolkits
- How to Manage Cash & Check Donations
- and More!

Our team is also here to support you at [walk@projectbread.org](mailto:walk@projectbread.org)



## PRO TIP

It's never too late to form or join a team! Visit our FAQ page for step-by-step instructions to join or form a team once you're already registered!

<https://projectbread.org/walk-for-hunger/faqs>

