



FUNDRAISER'S GUIDE

THE COMMONWEALTH

Everything you need to know to recruit
a team & fundraise like a pro

PROJECT BREAD'S
THE **WALK** FOR
HUNGER®

SUNDAY MAY 4, 2025

WELCOME!

Thank you for your dedicated support of The Walk for Hunger! We are thrilled that you've decided to take your impact even further by fundraising, walking as a Commonwealth Team Member, and joining 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 colleagues, friends, and family, and expanding the movement for hunger relief. That's a big deal!

To make your fundraising and recruitment 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!

Sign in and manage your team and fundraiser at

GIVE.PROJECTBREAD.ORG/WALK

WELCOME TO THE COMMONWEALTH



OVERVIEW

The Commonwealth is a co-fundraising program that invites you, Project Bread's anti-hunger partner, to leverage The Walk for Hunger to directly raise funds for your own anti-hunger work!

By forming a single team for The Walk for Hunger to represent an organization or program, teams participating in The Commonwealth will retain 60% of the funds raised by their team, with the remaining 40% of funds applied to Project Bread's statewide solutions.

KEY DATES

Application Deadline: April 15, 2025. Please note: staff from the organization have generally already completed this before creating a team page.

The Walk for Hunger: Sunday, May 4, 2025

Fundraising Deadline: June 30, 2025

The team must raise a minimum of \$500 by June 30, 2025 to be eligible for the 60/40 split

GETTING STARTED

JOINING YOUR TEAM FUNDRAISING PAGE

When you register, make sure you select “Join a Team” and chose the one you wish to fundraise for.

Need support accessing your team’s 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 TEAM GOAL

Your team will need to raise \$500 by June 30 to qualify for the 60/40 split. Set an ambitious but achievable goal, you can always raise it when you reach it!



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

On your fundraising page, explain your history with the organization, why you support their work, and why The Walk for Hunger is a great time to get involved. 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 to support your mission or program. The success of your fundraising efforts depends heavily on the amount and ways that you're sharing your efforts with supporters, friends, family, and colleagues. Social media and email are great channels for your organization to use on a larger scale, and you can even leverage text messaging with your personal connections. Just make sure any text messages are individualized and not sent out in a big group text.

WHAT'S THE BEST WAY TO SHARE?

Sharing your fundraising efforts via Facebook, Instagram, or LinkedIn, in addition to your list of supporters and your personal contacts, is the best way to get people involved and excited. Leveraging these networks is how you'll meet—and hopefully exceed—your goal.



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 SUPPORTERS



There are five key times you should aim to communicate with your network while fundraising to support your organization or program:

- 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 phone calls to help keep your efforts top of mind!



PRO TIP

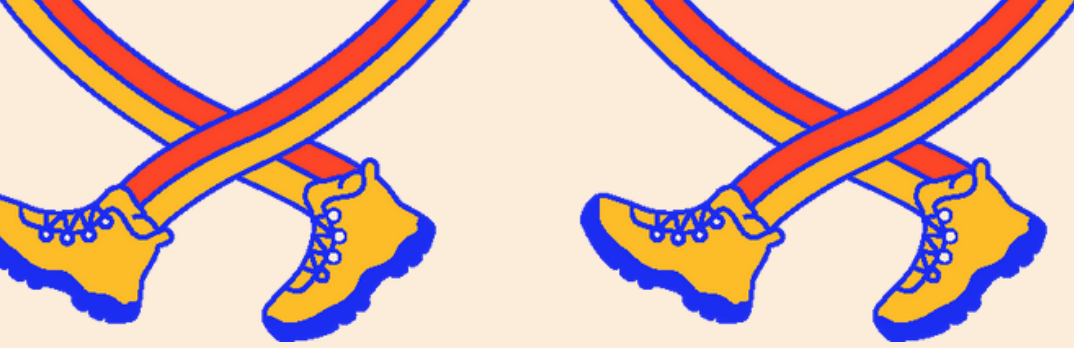
In your outreach, provide examples of the difference that a gift can make. Let them know how much amazing work the organization does, and how a gift will make it possible. Let your supporters in on your vision!



FUNDRAISING

Use these tools to crush your fundraising goal!





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, or make adjustments so it fits your brand!

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

GETTING STARTED

SETTING UP YOUR PERSONAL 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 individuals get started with a goal of \$250. Once you've reached your goal, you can always increase it and raise more funds!

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!

Announcement #1 - Fundraising Launch!

Send: A few days after you start your fundraiser and send your recruitment 1 email

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: I'm participating in The Walk for Hunger 🧑🏻💙

Hey [Name],

I know how deeply you care about the health and well-being of families and seniors in our community. I do too, which is why this year I'm joining [Organization Name] to fundraise via Massachusetts' most iconic pledge walk—The 57th Walk for Hunger! And I'm reaching out to you because I need your help!!

You know how hard it is for people out there right now. Hunger affects so many of our neighbors, and The Walk for Hunger is our opportunity to make a meaningful difference together.

[Insert Your Team Name] is part of The Commonwealth co-fundraising program where 60% of the funds we raise stay local to support the anti-hunger program at [Insert Your Organization Name]. The remaining 40% will be directed toward Project Bread's statewide efforts.

Please give here, or share this link!: [Insert Individual Fundraising Link]

Thanks so much for your support making a lasting impact in the fight against hunger. 🙌🙌

[Your Name]



SOCIAL POSTS

Let's gear up against hunger! 🍷 Join me in The #WalkforHunger to raise funds for food relief! Plus, as a Commonwealth partner, 60% of what we raise will support our local anti-hunger programs! 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. Plus, as a Commonwealth partner, 60% of what we raise will support our local anti-hunger programs! 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! Plus, as a Commonwealth partner, 60% of what we raise will support our local anti-hunger programs! Help me support MA families facing food insecurity AND enjoy a great day out! Register or give here: [\[Insert Individual Fundraising Page Link\]](#)

TEXT

Hi [\[Name\]](#)! I'm walking with [\[Organization Name\]](#) in The 57th Walk for Hunger. We're raising funds so no one has to worry about their next meal here in [\[Insert Your Town or Community Name\]](#), or anywhere in MA. Will you help me reach my fundraising goal? Any amount helps! 🙏 [\[Insert Individual Fundraising Page Link\]](#) Thanks for making a difference! ❤️





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: Together, We Can End 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!! My team, [Insert Your Team Name] is part of The Commonwealth co-fundraising program where 60% of the funds we raise stay local to support the anti-hunger program at [Insert Your Organization Name]. The remaining 40% will be directed toward Project Bread's statewide efforts— that means 100% of the funds we raise will directly support the fight against hunger in Massachusetts!

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.

By contributing to my fundraising goal or joining my team, you'll be uplifting both local and statewide anti-hunger programs. It's our chance to make sure that when people need help finding or affording food, there are kind-hearted experts with the resources to help. Like my organization, [Insert Your Organization Here]! Every step, every donation, and every person who joins us makes our impact even stronger.

[Name], 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!

Every little bit counts, and together, we can make a real impact! Donate here: [Insert Personal Fundraising Page Link]

Thank you for being part of this important cause! 🙌

[Your Name]

TEXT

Hey [Name]! 🙌 I'm joining the 57th Walk for Hunger and fundraising alongside some colleagues from [Organization Name]! I'm wondering if you could spare \$5, \$10, or even \$25 to help me hit my fundraising goal? You'll be helping kids and families in [Insert Your Town or Community Name] and across Massachusetts get the food they need, with the dignity they deserve! Anything you can give means the world 🌍 Here's the link to help out: [Insert Personal Fundraising Page Link]

Let's end hunger together! 💪 🚶 🤝

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 [Insert Your Town or Community Name] and across 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 [Insert Your Town or Community Name] and across MA access food with dignity. Please donate what you can & help me cross the finish line! 🙏 [Insert Individual Fundraising Page Link]



Fundraise On LinkedIn!

Send: Right after your recruitment #2 push

We all know that LinkedIn is an incredibly powerful networking tool- use it to your advantage to recruit teammates and highlight your team throughout your Walk for Hunger journey!

LINKEDIN

As a member of [Organization Name]'s community, I'm thrilled to participate in @ProjectBread's #WalkforHunger through The Commonwealth co-fundraising program! 💙

At [Organization Name], we're committed to [Insert Mission or description of impact—e.g., "community support and addressing food insecurity"]. That's why we're joining the 57th Walk for Hunger on May 4, 2025, to raise funds for critical food relief in Massachusetts while uplifting our own critical community work.

Our goal is to raise [Fundraising Goal], with 60% directly supporting our local anti-hunger efforts and 40% contributing to statewide solutions through the Commonwealth co-fundraising program. Every dollar makes a difference!

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

Please help out by sharing this post with your network to help spread the word on this opportunity to make an impact against hunger!

Let's make a lasting impact in the fight against hunger. 🙌

Add some relevant hashtags, like: #WalkForHunger #ProjectBread #[CompanyName] #CorporateSocialResponsibility #MakingADifference #CommunityImpact

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 toward my goal for the 57th Walk for Hunger! 🎉 I'm so grateful for your all the support from so many people—together, we're already making such an incredible difference!

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? You can join our team at [\[Insert Team Fundraising Page\]](#) or you can give to my fundraiser at [\[Insert Team Fundraising Page\]](#)

Reminder that 60% of everything Team [\[Insert Team Name\]](#) raises will uplift the work of [\[Insert Organization Name\]](#), and will go directly to [\[briefly describe your organization's mission, e.g., "providing food relief and resources to families in need" or "fighting hunger and improving access to nutritious food in our community"\]](#). I appreciate your help supporting the work so near and dear to my heart!!

Here's the link to help out: [\[Insert Team Fundraising Page Link\]](#)

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? As a Commonwealth partner, 60% of what we raise will support our local anti-hunger programs! Any amount makes a difference, and you can even use your Venmo balance! Here's the link to donate: [\[Insert Team Fundraising Page Link\]](#) 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]! As a Commonwealth partner, 60% of what we raise will support our local anti-hunger programs! 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! As a Commonwealth partner, 60% of what we raise will support our local anti-hunger programs! 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 [\[Insert Your Town or Community Name\]](#) and across Massachusetts. 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. Our goal is to raise [Fundraising Goal], with 60% directly supporting our local anti-hunger efforts and 40% contributing to statewide solutions through the Commonwealth co-fundraising program. Every dollar makes a difference!

[Add a quick memory from a past experience at The Walk – or, a story from your organization that you find inspiring and impactful!]

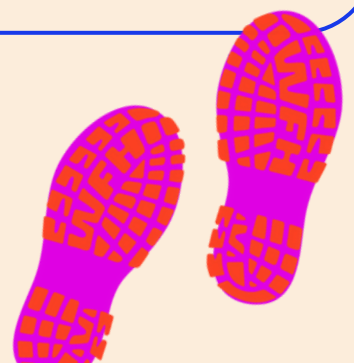
If you're able to contribute to this critical work, I'd be incredibly grateful!

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 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! As a Commonwealth partner, 60% of what we raise will support our local anti-hunger programs! Every bit helps families and kids in [Insert Your Town Or Community Name] and across MA who are facing hunger. Here's the link to help: [Insert Individual Fundraising Page Link]

Thanks a ton for your support! ❤️ Let's work towards a future without hunger, together!

SOCIAL POSTS

X days left! 📅 Join me in supporting the 57th #WalkforHunger with @projectbread. Your donation helps provide food with dignity to families in [Insert Your Town Or Community Name], and all across MA. 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 [Insert Your Town Or Community Name] and across 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 fundraising with [Team Name] in The Commonwealth, a fundraising share program with Project Bread's #WalkforHunger! ❤️ These people are so passionate about ending hunger in our community, and 60% of what we raise will directly benefit our own important work. 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, in [Insert Your Town/ Community Name] and all across Massachusetts— 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 for Hunger on Sunday, May 4th on Boston Common! It's going to be a fun way to celebrate making 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 Team Page Link]

Thanks again, you're amazing!
[Your Name]

TEXT

[Name], thank you so much! 🙏 Your donation to our Walk for Hunger team means a lot. You're helping provide food for families in need in [Insert Your Town/ Community Name] and all across MA. We appreciate your support! ❤️🙌





SOCIAL POSTS

Gratitude overload! ❤️ A huge THANK YOU to everyone who supported my #WalkforHunger fundraiser. Your generosity is helping families in our community and across MA overcome 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 right here in [\[Insert Your Town/ Community Name\]](#) and 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 right here in [\[Insert Your Town/ Community Name\]](#) and across MA. 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: [\[Insert Individual Fundraising Page Link\]](#)



RECRUITING

Use these tools to recruit your dream team!



Recruitment #1 - Launch

Send: Right after you've finished forming your team!

The purpose of this announcement is to let your colleagues know that your organization is supporting The Walk for Hunger and to invite them to participate and join your team!

EMAIL

Subject: Join [\[Organization\]](#)'s Team for The Walk for Hunger!

Dear colleagues,

I'm excited to share [\[Your Organization Name\]](#) will be participating in The Walk for Hunger this year!

You've probably heard of it—founded in 1969, The Walk for Hunger is one of Boston's most beloved and enduring community events! It's a powerful movement that unites people from all walks of life to raise funds for hunger relief and ensures our neighbors can access food with the dignity they deserve.

[\[Insert Your Team Name\]](#) is part of The Commonwealth co-fundraising program where 60% of the funds we raise stay local to support the anti-hunger program at [\[Insert Your Organization Name\]](#). The remaining 40% will be directed toward Project Bread's statewide efforts— that means 100% of the funds we raise will directly support the fight against hunger in Massachusetts!

Join Team [\[Insert Team Name\]](#) or give here: [\[Insert Team Fundraising Page Link\]](#)

With every person who joins our team, and every gift made, we at [\[Insert Your Organization Name\]](#) get closer to its goal of [\[Insert example of how you wish to use the gifts here; e.g., purchasing updated refrigerators, building out our food security internship program, etc.\]](#) YOU can help make this vision a reality by joining us for this fun, community effort to fight hunger.

If you can't join us for The Walk in person, you can still join our team by registering to "Walk Your Own Way" and help fundraise to reach our \$[X](#) goal.

Register for free and join Team [\[Insert Team Name\]](#) or give here: [\[Insert Team Fundraising Page Link\]](#)

I'm excited and hope you'll join us!



SOCIAL POSTS

🎵 Ohhh, we're halfway there 🎵 Just [AMOUNT] more to reach my fundraising goal for the 57th #WalkforHunger with @projectbread. As part of The Commonwealth program, 60% of what we raise will directly support our local anti-hunger initiatives. Will you give right now to help break the cycle of hunger in Massachusetts? Register for free to join me on Team [Insert Team Name] or help us hit our goal at [Insert Individual Fundraising Page Link]

Let's gear up against hunger! 🍌 Join me in supporting the #WalkforHunger to raise funds for food relief! As a Commonwealth partner, we'll retain 60% of funds raised for our own programs in [Insert Your Town Or Community Name]. Register for free to join me on Team [Insert Team Name] or help us hit our goal at [Insert Team Fundraising Page Link]
Every little bit helps! ❤️

Feeling inspired? Register for free right now to join me at The #WalkforHunger on Sunday, May 4th. As part of The Commonwealth program, we'll use our portion of funds to support local hunger relief efforts like [Insert Initiative You're Raising For]. You, me, and thousands of our kind-hearted neighbors all coming together to make a difference against hunger— whattaya say? 😊 Join me on Team [Insert Team Name] for free or help us hit our goal at [Insert Team Fundraising Page Link]

Fighting hunger with FUN! 😊 I'm fundraising for [Org Name] through The #WalkforHunger – a 3-mile walk on Boston Common with music, activities & more! As a Commonwealth partner, 60% of what we raise will support our local anti-hunger programs. Help me support MA families facing food insecurity AND enjoy a great day out! Register for free to join me on Team [Insert Team Name] or help us hit our goal at [Insert Team Fundraising Page Link]

Take Recruitment To LinkedIn!

Send: Right after your recruitment #2 push

We all know that LinkedIn is an incredibly powerful networking tool- use it to your advantage to recruit teammates and highlight your team throughout your Walk for Hunger journey!

LINKEDIN - ORGANIZATION ACCOUNT

Looking for a free, fun way to make a difference in Massachusetts communities? Look no further!

At [Organization Name], we believe in [Insert Mission or description of impact—e.g., "community support and addressing food insecurity"]. That's why we're so excited to be participating in @ProjectBread's #WalkforHunger through The Commonwealth co-fundraising program! ❤️

Our goal is to raise [Fundraising Goal], with 60% directly supporting our local anti-hunger efforts and 40% contributing to statewide solutions. Every dollar makes a difference, and we need all hands on deck to make the biggest impact we can against hunger in Massachusetts! The Walk is at Boston Common on Sunday, May 4— but you can also register to "Walk Your Own Way" and join us virtually!

Join Team [Team Name] or give here: [Insert Team Fundraising Page Link]

Please help out by sharing this post with your network to help spread the word on this opportunity to make an impact against hunger!

Let's make a lasting impact in the fight against hunger. 🙌

Add some relevant hashtags, like: #WalkForHunger #ProjectBread #[OrganizationName] #MakingADifference #CommunityImpact

Recruitment #2 - There's Still Time!

Send: 2 weeks 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: There's still time to join! 💪

Hey [Name]! 😊

Did you hear? 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.

This year, [Insert Organization Name] team, [Insert Team Name], is raising funds to share the relief of food with kids and families through Project Bread's statewide work. Plus, 60% of the funds we raise will go directly to [Insert Organization Name].

[Name], The Walk is at Boston Common on Sunday, May 4. That means there's still time for you to get in on the good impact for this amazing cause!

Ready to support Team [Insert Team Name] ?

Join or make a generous gift here: [Insert Team Fundraising Link]

Every little bit counts, and together, we can make a real impact! Thank you for helping move this important cause forward, it means the world to me 🙌

[Your Name]



TEXT

Hey [Name]! 🙌

[Organization Name]'s joining the 57th Walk for Hunger! It's a free day of fun on Boston Common on Sunday, May 4— plus, it's a chance to make a real impact in the fight against hunger here in Massachusetts. And couldn't we all use a little community these days, anyway? Plus, as a Commonwealth partner, 60% of what we raise will support our local anti-hunger programs. Register for free to join me on Team [Insert Team Name] or help us hit our goal at [Insert Team Fundraising Page Link]

Let's end hunger together! 💪🧑🏽❤️

SOCIAL POSTS

Make a difference AND have fun! 🎉 I'm joining @ProjectBread's #WalkforHunger on May 4 on Boston Common! It's a free, family-friendly day packed with games, entertainment, & a 3-mile walk to fight food insecurity. Plus, as a Commonwealth partner, 60% of what we raise will support our local anti-hunger programs! ❤️ Register for free to join me on Team [Insert Team Name] or help us hit our goal at [Insert Team Fundraising Page Link]

Time's flying! Don't miss your chance to join me in standing up for our community at @ProjectBread's #WalkforHunger & help fundraise to give critical food relief to kids & families in MA are struggling with hunger. Plus, as a Commonwealth partner, 60% of what we raise will support our local anti-hunger programs! 🙌 Join or support [Insert Team Name] here: [Insert Team Fundraising Page Link]

I'm SO close to my fundraising goal for @ProjectBread's #WalkforHunger! 🚀 As a Commonwealth partner, 60% of what we raise will support our local anti-hunger programs! Just a little more to help struggling families in MA access food with dignity. Join or support [Insert Team Name] here: [Insert Team Fundraising Page Link]

ADDITIONAL RESOURCES

Visit 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



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>



