



EMAIL AND SOCIAL MEDIA TEMPLATES

Thank you for supporting the Central Texas Food Bank by hosting a fundraiser to raise meals. In this guide, you'll find email and social media templates to use when sharing your fundraiser with your network of friends, family, and coworkers.

Questions? Contact the Community Engagement team at fundraise@centraltexasfoodbank.org.

COMMUNICATION EXAMPLES

Feel free to select whichever pieces you want to send out and customize them to meet your needs. Don't forget to fill in your own information where appropriate (fundraising goal, amount raised, your name fundraiser page URL, etc).

EMAIL

Email 1—Introduce your fundraiser

Subject Line:

Will you help me feed families?

Body Text:

Hello friends,

When faced with hunger, it's difficult to prepare for the unexpected. That's why I'm supporting the Central Texas Food Bank by raising \$(GOAL) so their shelves are stocked and ready to respond when families need it most. Will you help me reach my goal?

At the Central Texas Food Bank, they ensure families have food for today and the future. Did you know that 1 in 7 Central Texans (and 1 in 5 Central Texan children) are at risk of facing hunger? With rising costs and inflation, more and more families are relying on the Food Bank's services every day. During these hard times, you can help prepare the Food Bank to provide resources to families—now or whenever they're in need.

You can help by giving to my fundraiser. Your donation will provide meals for those that need it most. Make a difference by making a donation now: (URL LINK)

Thanks for your help!

(YOUR NAME)

P.S. Don't forget to share my fundraiser on Facebook and Twitter. Together, we can fight hunger in Central Texas.

Email 2—Fundraiser Update

Subject Line:

It's not too late to help!

Body Text:

Hello again,

I'm just \$(AMOUNT) away from reaching my goal of raising meals for the Central Texas Food Bank. Will you help me support the Central Texas Food Bank by donating?

Nearly 437,000 people in Central Texas faced hunger last year. When faced with hunger, it's difficult to prepare for the unexpected. At the Central Texas Food Bank, they ensure families have food for today and the future.

You can help.

Your donation will provide meals for Central Texans in need. Make a difference by making a donation now: (URL LINK)

Thank you for fighting hunger in Central Texas!

(YOUR NAME)

P.S. Don't forget to share my fundraiser on Facebook or Twitter. Together, we can help feed families!

Email 3—Thank you email

Subject Line:

Thank you!

Body Text:

Hello friends,

Thank you for giving to my fundraiser benefitting the Central Texas Food Bank. Together, we raised \$(AMOUNT) for Central Texans facing hunger.

We know that when there is food in their cupboards, our neighbors may be able to buy the medication they need, keep the lights on their home, and be prepared for the unexpected. It takes our whole community working together to ensure that our neighbors have the tools to access food and other resources—now or whenever they are in need.

Thanks for helping me provide food for the Central Texans that need it most!

(YOUR NAME)

TWITTER

Tweet these throughout your virtual food drive on a schedule that makes sense for you and your followers.

TIP: Try to Tweet related content (e.g. thank-yous, shout-outs, hunger facts, posts from the Food Bank's blog) and other Tweets where you're not asking for donations, between the Tweets where you are making an ask. Three or four non-asking Tweets between every asking Tweet is a great ratio to shoot for.

Text:

Help me keep the shelves of the Food Bank stocked by raising \$(GOAL) for @ctxfoodbank! (URL LINK)

Just (NUMBER) of days since I started my virtual food drive and I've already raised \$(AMOUNT) for @ctxfoodbank. Let's keep it going. (URL LINK)

So close. Just \$(AMOUNT) away from my goal. Keep it coming! (URL LINK) @ctxfoodbank

URGENT: 1 in 7 Central Texans are at risk of facing hunger. Donate now to support @ctxfoodbank: (URL LINK)

Did you know that nearly 437,000 people in Central Texas faced hunger last year? Donate now to support @ctxfoodbank and fight hunger. (URL LINK)

Thank you to everyone who helped fight hunger by donating to @ctxfoodbank! Together we raised \$(AMOUNT)

Thanks to everyone who's given to my virtual food drive for @ctxfoodbank. So proud to see my community give back during these hard times. (URL LINK)

FACEBOOK

Post these throughout your virtual food drive on a schedule that makes sense for you and your followers.

TIP: Use each text with one of our sharable images for a more engaging post.

Text:

1 in 7 Central Texans are at risk of facing hunger. I'm making sure the shelves of the @centraltexasfoodbank are stocked. Will you help me fight hunger by raising \$(GOAL)?

Nearly 437,000 people in Central Texas faced hunger last year. Make a difference by making a donation, so families have food for today and the future. (URL LINK)

And we're off! My virtual food drive for the @centraltexasfoodbank is underway and I need your help to raise \$(GOAL). Donate to help fight hunger in Central Texas, and please share this post with your friends. (URL LINK)

So close. Just \$(AMOUNT) away from my goal. Keep it coming! Together, we can feed Central Texas families in need: (URL LINK) @centraltexasfoodbank

Thank you so much to everyone who helped fight hunger in Central Texas by donating to the @centraltexasfoodbank! Together we raised \$(AMOUNT). Great to see our community come together!

