



FILL THE BOWL

THE LUNCH PROJECT

Tips & Tricks!

How to fundraise via text, phone, in-person, email, and social media.

E-MAIL / MAIL FUNDRAISING

*This is just a starting point and intended for you to personalize. Feel free to choose bits and pieces, or scrap it all and write your own! Parts in **<RED BOLD>** mean you need to update/personalize before sending. It is important to put your ask, included the link to your campaign page, near the beginning of your email, and reinforce the link again at the end. While facts and figures about The Lunch Project are important, what will really make your email and campaign page sizzle are the parts unique to you!*

Dear _____,

On April 22, I will begin a 30 hour fast, spend the night outside in a cardboard box, and engage in service activities. Why? To experience life as many children around the world do while raising funds and awareness to benefit Thrive Global Project's program, The Lunch Project.

Will you help me reach my fundraising goal of **<\$ ___> by: 1) making a donation of ANY amount at **<insert link to your fundraising page>** and 2) **sharing my fundraising page either on your own social media, or by sending an email with the link to my page to at least 5 of your friends?****

The Lunch Project began right here in Charlotte by a member of my church, and now it serves thousands of kids every single day, both locally and globally. In Tanzania, Thrive Global Project funds The Lunch Project program in Primary Schools so that children have lunch and have the energy to learn in school. In Charlotte, they are teaching kids like me about Tanzania, and how to put empathy into action through service and creativity.

It's so easy to help, because donations of any size can make a difference! For example:

- Instead of spending \$5 at a coffeehouse, you could buy lunch for around 40 students in Tanzania.
- The \$25-\$50 you might spend at a lunch or dinner out could provide hundreds of hot lunches.
- A generous donation of \$100 would feed an entire school lunch for a day!

<Insert a personal story about how you first heard about The Lunch Project and why you've chosen to participate in the SJE Hunger Event!>

Thank you for reading my story. I hope you'll consider a gift – again, the link to donate is Here. No amount is too big or small!

Love,

<Your Name>

TEXT FUNDRAISING

Have you already sent emails, letters, and promoted your fundraising page on social media? As the event draws closer, you might want to send texts as gentle reminders that you are fundraising!

Please always include the link to your page in all of your texts! If giving is not easy and quick, people may forget to help!

Here are some ideas to get you started.

Hi! I'm participating in a 30 hour hunger event on April 22-23 and raising funds for Thrive Global Project's program: The Lunch Project. Will you visit my donation site to read my story and make a gift of any size? **<INSERT LINK>**

How much did you spend on lunch today? Would you be willing to donate that same amount to help give kids the fuel to learn? Learn how here: **<INSERT LINK>**

Starting on April 22, I'll be fasting for 30 hours and sleeping in a cardboard box so that I can literally walk several miles in another child's shoes. Will you make a donation to my cause? **<INSERT LINK>**

I've recently learned there are kids just like me going to school all day without any lunch. I'd like to do my part to help, so I'm working with The Lunch Project to raise awareness and collect donations. Read my story here: **<INSERT LINK>**



DON'T FORGET!

All checks should be made payable to 'Thrive Global Project' or SJE!





FILL THE BOWL

THE LUNCH PROJECT

Tips & Tricks!

How to fundraise via text, phone, in-person, email, and social media.

IN-PERSON / PHONE FUNDRAISING

*This is just a starting point and intended for you to personalize. Parts in **<RED BOLD>** mean you need to update/personalize. It is important to share your story and why this is so important to you ... that is different for everyone! While facts and figures about The Lunch Project are important, what will really make your email and campaign page sizzle are the parts unique to you! While our Parish is especially generous, you may get a “no” from people because many youth are asking Parishioners!*

In addition to Sunday mornings / Wednesday nights—who else can you ask? Family members, friends, teachers, strangers at Target? Be sure to record their donation on your ledger!

Hello _____!

I'm participating in Fill the Bowl with my youth group / EYC and I am raising funds for The Lunch Project to help feed children in Tanzania, Africa. I'd love to tell you more about why I'm doing this if you have a moment... **Share why this event is important to you (i.e. I want to go to Tanzania one day; I have empathy for the school children because I can't imagine what it is like to be hungry and I want to make a difference; I might be young but with your help, I can change the world!)**

Any amount you can give will help but instead of spending \$5 at a coffeehouse, you could buy lunch for about 40 students in Tanzania! The \$25-\$50 you may spend at a restaurant for a family meal could provide hundreds of hot lunches! A generous donation of \$100 would feed an entire school for a day!

Thank you!

SOCIAL MEDIA FUNDRAISING

*This is just a starting point and intended for you to personalize. Parts in **<RED BOLD>** mean you need to update/personalize. Post your fundraising page every place you can: TikTok, Snapchat, Instagram, your parent's Facebook, etc. Feel free to use the pre-made social media graphics [in this folder](#).*

Be Creative! Here are some tips:

- Put your link to your virtual fundraising page in your bio. Send people to the link in your bio!
- If you've done the event before, posting pictures of you at the event is really helpful for people to see!
- Another way to post is to share pictures of the children in Tanzania! You can get those from our Facebook / Instagram pages (scroll way back) or you can go to the TLP website.
- We will also have templates on our Instagram page that you can copy and use!
- If you are doing the extra fundraising challenge below then share a post about that! Maybe create a poll about what people think you should do?!
- Make posts on your story and in your feed!
- Post often, but not too often! :)
- Create a poll or use music or a .gif.
- Get your parents to post for you on their Facebook!

A great and free app for creating your own graphics is called Canva.

EXTRA FUNDRAISING CHALLENGE: PUT THE FUN IN FUNDRAISING!

Can you think of something hilarious you'll do if you reach your fundraising goal? Eat a bug? Let your sibling(s) and/or parents or friends cover you in shaving cream live on Instagram? Change your social media profile pictures to something embarrassing?

Think of a fun (but safe, parental-approved!!) challenge and tell your friends about it via text, email, letters and social media!

Ex: If I raise \$500 for The Lunch Project by April 22nd, I will let anyone who donates to my campaign pie me in the face LIVE on Instagram! Donate here **<LINK>**

MOST IMPORTANTLY, HAVE FUN!