



WORLD FOOD PROGRAM USA

Fundraising Toolkit

CHECK LIST

- 1 Create your fundraising page at wfpusa.org/fundraise
- 2 Customize your page with [photos](#) and [videos](#)
- 3 Include your “story” of what inspired you to fundraise for WFP USA
- 4 Make a donation to your own campaign (plus it is a lot easier to ask people to donate if they see you are donating yourself)
- 5 Review email templates, social media posts, and other items provided by WFP USA at wfpusa.org/materials
- 6 Email each member of your immediate family and your three closest friends to contribute to your page
- 7 Post about your activities and your fundraising page on social media
- 8 Email as many other people that you feel comfortable with asking to support WFP USA through your fundraiser. They could be your friends, extended family, your softball team, maybe even the mail-man. If you think they might give, then you should ask.
- 9 Follow up with the people you've already emailed if they haven't replied or donated yet.
- 10 Thank donors within 24-48 hours of their generous contribution

TIPS

1. Individually email your family and three friends to contribute to your page

Email template (please feel free to edit and personalize as much as you'd like):

Dear XXXX,

1 in 9 people around the world will go to bed hungry tonight. But you and I can help change that.

When I learned that the United Nations World Food Programme (WFP) is the leading organization fighting hungry people where ever they are all around the world, I decided to help. I'm emailing you today in hopes that you will support WFP's mission and make a donation on my fundraising page: ***(insert your fundraising page link)***. Please join me in supporting WFP's important mission by making a contribution to my page. When we stand together with WFP, your gift of ***(insert a dollar amount that you think this person might be willing to contribute)*** can make all the difference.

Sincerely,
XXXX



2. Social Media Posts and Materials

Please feel free to download the photos found [here](#).

You are welcome to link to our videos found at our Youtube channel at [wfpusa.org/YouTube](https://www.youtube.com/wfpusa)

Click [here](#) for social media examples for your use.

DID YOU KNOW?

1 in 9 people will go to bed hungry tonight—roughly 795 million people worldwide. That’s almost as many people as the populations of the U.S. and the Europe combined.

Each year, **malnutrition kills more people than AIDS, tuberculosis and malaria combined**. At the same time, more than one-third of all food produced globally goes to waste.

Hunger feeds on conflict, poverty, inequality and disease. **Good nutrition**, on the other hand, promotes growth, health, stability and peace.

When disaster strikes, the UN World Food Programme (WFP) is the world’s first responder by providing life-saving food assistance.

WFP is also the world’s largest provider of school meals, reaching more than 18 million boys and girls in the world’s poorest classrooms with the right nutrition to succeed.

OUR PROGRAMS. OUR SOLUTIONS.

Solving complex problems requires expertise. As the largest hunger relief agency in the world, WFP helps families and communities through:

EMERGENCY PREPAREDNESS—being ready to respond at a moment’s notice

FOOD SECURITY ANALYSIS—identifying who, where, why, and how many are hungry

PROCUREMENT—providing food or the means to purchase food for those most in need

ENSURING GOOD NUTRITION—making sure people get the right food at the right time

LOGISTICS—delivering food and life-saving tools across the globe

FOSTERING SUSTAINABILITY—helping communities build vital infrastructure to feed themselves

QUESTIONS? Call 202-627-3737 or Email fundraise@wfpusa.org