



# FUNDRAISING TOOLKIT 2023

# THE FUNDRAISING TOOLKIT



To help you on your fundraising journey, we have some tips and tools to help get the message out, inspire support and kickstart donations!

## **Passion is infectious.**

Sharing why you are passionate about VietHarvest will inspire others. Everyone has their own motivation to support a cause - what's yours? Let everyone know why this matters to you.

## **The power of Thank You.**

A little thank you goes a long way and acknowledging all the incredible support you get is so important to help encourage your supporters to spread the word about your wonderful fundraising and the work of VietHarvest.

## **Have fun!**

You are doing something pretty amazing and fundraising is especially challenging at the moment. The goals are high, but remember to enjoy the journey!



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# GETTING THE WORD OUT

Head to the [resources page](#) to access all the tools you need to communicate how you are fundraising!



## Social media assets

Check out our gallery of social media tiles and suggested social media posts to help you let everyone know what you are doing and why. Don't forget to include a link to your personal fundraising page! Download [here](#) or personalise your own [here](#) using our Canva designs.



## Email signatures and Social Media Covers

Update your email signature and social media cover photos with these branded banners and include a link to your fundraising page. See [here](#).



## Media release

Use the media release template to highlight your involvement, send to your industry or local media. See [here](#).



# FUNDRAISING IDEAS



## Go Yellow Day

Ask everyone to wear a splash of yellow for the day to add a ray of sunshine to your workplace. Staff can donate cash or direct to your fundraising page.

## Long Lunch

Host a long lunch with your team, colleagues, friends and family. You can raise money by selling tickets and inviting guests to a restaurant, a volunteer's home, or your office for a delicious meal.

## Personalise and Print a Poster!

You could add \$1 to every transaction or contribute a percentage of sales towards your fundraising tally. This is a great way to get many people involved and behind the cause! Download poster template [here](#)

## Add a Silent Auction or Raffle to any Event

Organize a silent auction or add it to an existing fundraising initiative to help encourage further donations! Reach out to your network to start assembling items or consider appointing a committee of volunteers who can help.



# THANK YOU!

**We can't wait to see you at the CEO CookOff on June 5!**

Being connected to our cause is so important and there's nothing better than experiencing VietHarvest's impact first-hand. We hope this toolkit has given you some useful tips and ideas to make your fundraising fun and successful.

Remember, every dollar you raise will help VietHarvest rescue and deliver more food to people in need. You are not only showing off your culinary skills, but also creating a positive impact in your community.

Contact us for support: [hello@vietharvest.com](mailto:hello@vietharvest.com)