

CO Gives Individual Donor Page Template

So you want to help fundraise for BFR? Cool! Thanks so much for contributing to food justice and this amazing organization. We are so glad to have you onboard and are here to help in this endeavor. We've created some templates to help you design your page, but your page is special to you, so feel free to take whatever you like and leave the rest. Thanks for contributing in this way, it means the world to us.

Example Page / Language:

For more ideas and an example, see Hayden's page here: <http://coloradogives.org/hayden-bfr>

The First Steps:

1. Go to coloradogives.org and sign in as a donor (if you don't have an account you need to create one).
2. Go to [Boulder Food Rescue's page here](#) (you can search for BFR as well)
3. Click "Create a fundraiser" directly on the BFR page.

Campaign Title: Create your own! But if you want some ideas, here are some ideas. Feel free to mix and match even:

"Support Food Justice in Boulder"

"Reduce Food Waste in Boulder"

"Help me Reduce Food Waste and Hunger"

"Contribute to Health Equity in your community"

"Help me create a more just food system"

"Redistributing produce, power and love here in Boulder, CO"

"Reduce waste! Feed your community! Support BFR today!"

"Redistributing produce by bicycle"

Campaign Summary template:

Boulder Food Rescue is a nonprofit that works to redistribute healthy food to low-income communities by bike! They work directly with individuals to lead food distribution programs within their neighborhoods, simultaneously tackling the issues of food waste and food insecurity while developing community-engagement and resilience.

I care about this issue because ... [*insert personal piece: Food waste? Biking? Food insecurity? Community-driven programs? Health equity?*]

Link: You can make your own. Here's some ideas:

/BFR

/boulderfoodrescue

/[Your Name]-bfr

/Food justice

Personal Photo: Pick a photo of you to add - this is basically a headshot thumbnail. If you're doing anything with BFR, or food, then you get bonus points for that!

Send Campaign Emails: If you want to add another email besides your donor one, or want to bring someone else in.

Allow people to find my page: Unless you want to keep it private for some reason, this will help more folks find it.

Video link (also can be found on the Giving Team page): https://youtu.be/cxY_6g32mzw

Logo (also can be found on the Giving Team page):



Possible photos (also can be found on the Giving Team page):





You are also welcome to use any BFR photos from our [facebook page](#), [instagram](#) or [website](#).

Personal Appeal ideas:

Please help me reach my goal in order to reduce food waste and increase healthy food access in Boulder, CO for over 17,000 people!

Reduce food waste and support increased food access in Boulder, CO

Help me reach my goal to create a more just food system in Boulder, CO

Goal: \$\$\$

Choose to set a goal or not depending on what you want. The benefit of choosing a goal is that it encourages donors to give when they can see where you are at. You can reach out again and say things like, “I’m half-way to my goal!”

One way to set a goal is to first set a goal of how many people you want to ask. Maybe you set a goal to ask 20 of your friends. Then, try to come up with an average donation size of your community, and then maybe increase it a bit to encourage higher gifts. Shoot for the moon!

Beginning/ End Date:

Start date can be from now until CO Gives Day, the sooner the better. Pick a date that gives you time to formulate who you want to send it to and maybe a message as well, but we suggest starting now!

We are suggesting end of year for the end date of your campaign, with a specific ask to give on CO gives day. You can also make CO Gives day (12.10.19) your final date (or the following day, 12.11.19) but end of year encourages folks to give even if they forgot to do it by that time. Having an end date does encourage folks to give though, so this is important. Having CO gives day in particular enables you ask for that day!

Threshold:

Completely up to you! If you want, you can have it notify you after your campaign has reached a certain amount. Example, if you are raising \$10,000, you can set a notification for when you hit \$9,000, so you can know to do your final blasts.

That's it!

When you are done, submit campaign for approval, and we will approve it on the BFR end unless something is totally absurd :) We cannot do this work without the dollars to make it happen and your effort to contributing to that.

Extra tips for how to fundraise:

1. Getting over the fear: Asking people to donate can be scary! Let's just acknowledge that. Some things that help for getting over the fear of asking:
 - a. Think of how you feel when you give to an organization or person you care about. Consider asking as a way of offering that opportunity for someone else to feel that way.
 - b. Remind yourself you don't have to decide whether or not someone has the capacity to give for them. Just by talking to people (or emailing them) you are spreading the good word about BFR. Don't make the decision for them, just ask! They can say no if they want to and they will probably still love you and appreciate you for asking!
 - c. Think of why you do this work. What about BFR inspires you. When we root ourselves in the belief in the work, the fear doesn't go away, but it is easier to move through. Like Audre Lorde says, *"When I dare to be powerful, to use my strength in the service of my vision, then it becomes less and less important whether I am afraid."*
2. Create a list of donors: Spend some time brainstorming your list. Friends, family, coworkers and more. Scroll through your facebook friends. Think through who you know who cares about food, or people, or bikes, or any touchpoints that BFR has. Write this list down somewhere where you can track who you have asked, who has given, and more. You can always add to your list. Set a goal of how many people you want to ask, and then try to hit that or keep brainstorming more!
3. Sending emails: Draft an email that explains why you are fundraising for BFR and what your connection to the organization is. We will send you draft emails that you can change to personalize, but go ahead and type up your draft and have it ready. You can copy and paste it to different asks, but make sure you personalize the email ask and send it to one person at a time (not a list).

4. Following up: If you haven't heard from someone after a while, follow up. It's okay to send another email or even send a text or phone call.
5. Thank the people who have donated: Once someone does donate to your campaign, send them a thank you! Personalized thank you's are the best. We will be sending out thank you's and contribution reports from BFR, but a little personal email or text from you is so nice to receive as a donor. Put a cute picture in it if you want to.
6. CO Gives Day: There is so much hype around CO gives day. Use it to your advantage. It's a great excuse to send it out. Send it out before then because people can schedule their posts, but it's a great time to follow up if you haven't heard from folks.