



EVENT TOOLKIT

FOR EVENTS, FOOD DRIVES AND FUNDRAISERS

ABOUT US

The Community FoodBank of New Jersey (CFBNJ), a member of Feeding America® and the state's largest anti-hunger organization, has been delivering food, help, and hope across the Garden State for nearly 50 years. Last year, CFBNJ provided nutritious food for over 90 million meals through its network of more than 800 community partners, including food pantries, soup kitchens, shelters, child and senior nutrition programs, and more, serving 11 New Jersey counties directly and four in partnership with affiliate food banks. It also addresses the root causes of food insecurity with supportive services like nutrition education, job training, SNAP outreach, and hygiene product distribution. By delivering neighbor-centered solutions and collaborating with all sectors of society, CFBNJ believes that food insecurity is a solvable problem.

CHECK LIST



- 1. Identify Your Event Goal



- 2. Set Your Event Date(s) / Location(s)
- 3. Register Your Event and/or Set Up an Online Fundraiser at cfbnj.org/fundraise
- 4. Spread the Word and Promote Your Event
- 5. Report Results and Celebrate!

RESOURCES



\$1 = 3 MEALS = 1.2 POUNDS OF FOOD

FOOD DONATIONS

Deliver your donations to one of CFBNJ's locations, Monday through Friday from 7:30 am to 3 pm in Hillside; 8 am to 2:30 pm in Egg Harbor Township. You will receive a receipt for your donation.

31 Evans Terminal, Hillside, NJ 07205 | 908.355.3663

6735 Black Horse Pike, Egg Harbor Township, NJ 08234 | 609.383.8843

For donations of 1,000 pounds or more, we can schedule a pick-up. Please notify us at least two weeks before your pick-up is needed. To schedule a pick-up, contact us at events@cfbnj.org.

FUND DONATIONS

All cash and check donations need to be sent to CFBNJ. Make all checks out to the Community FoodBank of New Jersey. Write down the event name on the memo line if applicable.

MAIL CHECKS TO:

Community FoodBank of New Jersey

31 Evans Terminal

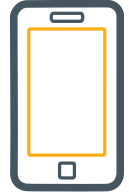
Hillside, NJ 07205

ATTN: Evelyn Chiu

(Add event name to Memo)

The Community FoodBank of New Jersey is a registered 501 (C)(3) charity. Tax ID: 222 423 882. Gifts to the Community FoodBank of New Jersey are tax-deductible to the extent provided by law.

SOCIAL MEDIA POST TEMPLATES



LAUNCH

EVENT NAME starts today! Our goal is to raise \$XX (and/or collect YY pounds of food) for the Community FoodBank of New Jersey to help fight hunger and support our neighbors in need. You can make a difference. Donate now: INSERT ONLINE FUNDRAISER LINK (or at XX LOCATIONS)

REMINDER

X days left to support EVENT NAME! Just \$1 donated provides 3 nutritious meals to our neighbors in need. You can help make a difference. Donate now: INSERT ONLINE FUNDRAISER LINK (or at XX LOCATIONS)

RESULTS

We made it! EVENT NAME raised \$XX (and/or collected YY pounds of food) for the Community FoodBank of New Jersey. Thank you for fighting hunger alongside us!



@cfbnj



@cfbnj

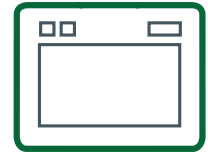


@cfbnj



@communityfoodbanknj

EMAIL TEMPLATES



LAUNCH

Hi NAME,

I am launching EVENT NAME to support the Community FoodBank of New Jersey.

CFBNJ is the state's largest anti-hunger organization, supporting more than 800 community partners, including local food pantries and soup kitchens. They ensure access to nutritious food and other critical resources for vulnerable individuals and families. Each year, hundreds of thousands of people in New Jersey face hunger. They live in every county and town across the state. They are our neighbors, classmates, coworkers, family, and friends.

Our goal is to raise GOAL for our neighbors in need by DATE.

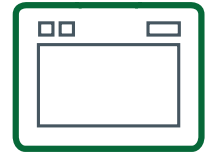
To make a donation, go to our online fundraising page at URL. Just \$1 provides 3 nutritious meals. Or bring non-perishable food to the donation boxes located at LOCATIONS. Most-needed items include: canned protein, canned fruits and vegetables, and beans and rice.

Hunger is solvable. Join me to make a difference.

Best,
NAME

P.S. Spread awareness about hunger in New Jersey and encourage others to donate through your social media channels – and remember to tag us and CFBNJ!

EMAIL TEMPLATES



REMINDER

Hi NAME,

We have raised XX so far thru EVENT NAME!

Our goal is to raise a total of GOAL for our neighbors in need by DATE and help support the Community FoodBank of New Jersey to ensure access to nutritious food for vulnerable individuals and families and to meet the growing need.

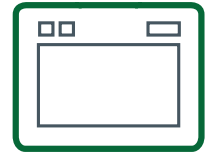
Make a donation today. Go to our online fundraising page at URL. Just \$1 provides 3 nutritious meals. Or bring non-perishable food to the donation boxes located at LOCATIONS. Most-needed items include: canned protein, canned fruits and vegetables, and beans and rice.

Be our ally. We can make a difference.

Best,
NAME

P.S. If your employer has a matching gift program, make sure to submit your donation for the match. This is a great way to double your gifts!

EMAIL TEMPLATES



RESULTS

Hi NAME,

I want to thank you for your participation and donation to EVENT NAME.

We EXCEEDED/ACHIEVED OUR GOAL by raising \$XX and collecting YY pounds of food! That's the equivalent to ZZ meals (apply this formula: \$1 = 3 meals = 1.2 pounds of food) for our hungry neighbors in our state of New Jersey. Thank you.

I look forward to continuing to support the Community FoodBank of New Jersey and encourage you to stay involved. Thank you for all you do.

Best,
NAME