



EVENT TOOLKIT

FOR EVENTS, FOOD DRIVES, AND FUNDRAISERS

ABOUT US

The Community FoodBank of New Jersey (CFBNJ) is the largest anti-hunger, anti-poverty organization in the state, where over 1.2 million neighbors, including 1 in 6 children, struggle with the emptiness caused by hunger. We are the lead source of nourishing food for 800 pantries serving everyone from infants to college students to families and seniors. Our comprehensive approach addresses the root causes of hunger through food benefits and social services, job training and certification, and food policies that nurture all New Jerseyans. By providing food, help, and hope, we are building a food secure future for New Jersey. CFBNJ is a proud member of Feeding America®.

CHECK LIST



- 1. Identify your event goal



- 2. Set your event date(s)/location(s)
- 3. Register your event and/or set up a virtual food drive at cfbnj.org/fundraise
- 4. Promote your event and spread the word
- 5. Report results and celebrate!

RESOURCES



\$1 = 3 MEALS = 3.6 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 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.

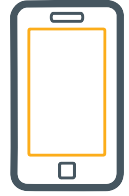
MAIL CHECKS TO:

Community Food Bank, PO BOX 36486, Newark, NJ 07188-6406

ATTN: Leah Galamba (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



@communityfoodbanknj



Community FoodBank of New Jersey

EMAIL TEMPLATES



LAUNCH

Hi NAME,

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

CFBNJ is the largest anti-hunger, anti-poverty organization in the state, where nearly 1.1 million neighbors, including 1 in 7 children, struggle with the emptiness caused by hunger. They are the lead source of nourishing food for 800 pantries serving everyone from infants to college students to families and seniors.

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.

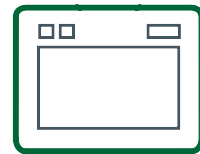
Make a donation today. Go to our online fundraising page at URL. Just \$1 provides 3 nutritious meals. Or bring non-perishable food to the donation boxes located at LOCATIONS. Most-needed items include: canned protein, canned fruits and vegetables, and beans and rice.

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 = 3.6 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