

# **Give Local Together Toolkit**

## **Tuesday, May 5th**

### **Index**

<a href="#">Intro</a>	p. 1
<a href="#">Creating a fundraising page</a>	p. 2
<a href="#">Email template</a>	p. 4
<a href="#">Social media posts</a>	p. 5
<a href="#">Photos</a>	p. 7

### **Introduction**

#### **What is Give Local Together?**

Give Local Together is a Washington, DC area community campaign organized by the Catalogue for Philanthropy which will take place on Tuesday, May 5th. This is a one-day (largely online) campaign similar to GivingTuesday. It is part of the international #GivingTuesdayNow campaign which aims to unite communities from across the country and world to stand together in response to the COVID-19 crisis.

Throughout the day, there will be four giving challenges, or “power hours.” The power hours run from 9-10am, 12-1pm, 3-4pm, and 8-9pm, and a prize of \$1,000 will be awarded to the most unique donors during that time - so even a small gift from a big group of people will go a long way! The best way to support FRESHFARM is by creating your own fundraising page through the Catalogue’s platform. Please see below for more info on creating your page.

#### **Why Your Help Matters**

Since the start of the COVID-19 crisis, FRESHFARM has had to shift the ways in which we bring fresh, healthy food to our community. In order to keep our markets open, we have had to follow strict regulations from DC, Maryland, and Virginia with additional costs of hand washing stations, sanitizers, masks, gloves, etc. Our markets serve as important access points for fresh food and support small and independent family farmers to keep their farms solvent.

Accessing fresh food has become more difficult than ever. Transportation options are limited, and some cannot leave their house due to their vulnerability to the virus. To better serve these at-risk seniors and families, our Pop-up Food Hub is delivering produce with direct home

delivery to 900 seniors bi-weekly and 650 families a week. There are so much more families we are not reaching yet because additional funding has not yet been secured.

To respond to the constantly evolving COVID-19 crisis, we need the support of our core stakeholders, and this is where you can help. Help us meet our goal of \$15,000 by creating a fundraising page and helping us spread the word about Give Local Together. Below you will find content to spread the word by email or through your social media channels. We are so thankful for your support of our work and helping to make fresh, local produce available to the entire Washington community.

## Creating a Give Local Together page

1. Visit our team page by clicking [this link](#)
2. On the right-hand side, click the “Join Team” button
3. Sign up with your email and create a password for your personal giving page
4. Set a personal fundraising goal and your display name under “Page Details”
5. Go to the “Share Details” tab and select “Manual.” Fill in the required fields with the details below
6. Under “Page Appeal” you can insert your own story about why FRESHFARM is important to you, or you can use the template provided below

### Share Photo



**Share Title**

\$20 feeds vulnerable seniors and families with fruits and vegetables

**Share Description**

Now more than ever, you can be a champion for local food. Donate to FRESHFARM's COVID-19 Response Fund.

**Page Appeal**

I am partnering with FRESHFARM to serve families experiencing hunger and food insecurity with the food they need to get through this crisis.

One of the ways FRESHFARM is responding to COVID-19 is by working with childcare providers to make direct home deliveries of fresh produce to 650 low-income families with children ages 0-5. These families are mostly located in the highest need areas of Wards 7 and 8, with 93% in single-parent households and 100% live below the poverty line.

Your support can help:

- Deliver fruits and vegetables to 650+ families and 900+ seniors
- Support local farmers transitioning to pre-orders, curbside pick-up, and delivery
- Keep farmers markets open safe and responsibly as an important source of nutrition, especially for those on SNAP, WIC, and SMFNP
- Provide *FoodPrints Anywhere* distance learning resources to children at home

I know this is a difficult time for many of us, but if you are able -- I would be so grateful for any donation you can make.

## Email Template

Subject: I am asking you to Give Local Together with me

Dear **NAME**,

Today on May 5th, people are coming together to help those who are especially vulnerable during the COVID-19 pandemic.

I am partnering with FRESHFARM in the #GiveLocalTogether campaign to serve families experiencing hunger and food insecurity with the food they need to get through this crisis. We want to minimize hunger and also to ensure families are nourished with high-quality food.

For \$40, you can feed a family of four with fruits and vegetables sourced from local farms. Your gift can help feed families and support family farmers in the region. I know this is a difficult time for many of us, but if you are able -- I would be so grateful for any donation you can make.

Only for today, Catalogue for Philanthropy will be awarding the top 3 nonprofits with the most unique donors with a potential \$500, \$1,000, or \$2,000. If you can give even just \$10, that would be amazing!

No donation is too small. Please lend your support to help families in need at **LINK**.

Together, we can support those in our community who need help the most.

Wishing you good health,

## Social Media Sample Posts

### Twitter Posts

1. Just \$40 can feed a family of 4. Be a champion for local food and support my fundraising goal for @FRESHFARMDC #GiveLocalTogether [\[Page Link\]](#)
2. We are so much better together. Support your neighbors in need with a donation to @FRESHFARMDC and make sure everyone has access to fresh, local food. #GiveLocalTogether [\[Page Link\]](#)
3. Today we will #GiveLocalTogether to support our community through crisis. Donate just \$10 to @FRESHFARMDC and share with your network! Any amount helps us deliver fresh, local food to those who need it. [\[Page Link\]](#)

### Instagram Posts [Post fundraising page link in your bio]

1. In this uncertain time, @freshfarmdc is working to make sure no family goes without fresh, healthy food. During the COVID-19 crisis, they are delivering local food directly to at-risk families in need. As part of the #GiveLocalTogether campaign on May 5th, I am asking you to support their work and donate to my fundraising page. See the link in my bio!
2. I want to invite you to support my goal of raising \$xx for @freshfarmdc and their work responding to COVID-19. Their team has been doing everything possible to ensure their farmers markets stay open in a safe, efficient manner. I am proud to be a member of the Board and I want to make sure they can continue to do this work for our community. If you are in a place to give, please visit my #GiveLocalTogether page to make a donation. Any amount helps! Click the link in my bio to give.
3. During today's #GiveLocalTogether campaign, we recognize the organizations doing essential work in our region. My organization @freshfarmdc has been operating food access programs throughout this crisis to help those most in need. By keeping farmers markets open, we can support local farmers and deliver fresh food to families who are struggling. Together we can make a lasting impact, and support our neighbors through an unprecedented time. Please visit my fundraising page (link in bio) to make a contribution and be a champion for local food today.

### LinkedIn/Facebook Posts

1. In this uncertain time, @freshfarmdc is making sure no family goes without fresh, healthy food by delivering directly to at-risk families in need. On May 5th, FRESHFARM is participating in the #GiveLocalTogether campaign, a day of community giving. If you are able to support their work, please donate to my fundraising page. [\[Page link\]](#)
2. As a board member at @freshfarmdc, I want to invite you to support my goal of raising \$xx toward FRESHFARM's response to COVID-19. They are doing everything possible to keep farmers markets open safely and responsibly, and deliver fresh produce to vulnerable families. If you are in a place to give, please visit my #GiveLocalTogether page to make a donation. Any amount helps! [\[Page Link\]](#)
3. During today's #GiveLocalTogether campaign, we recognize organizations doing essential work in our region. Throughout this crisis, my organization @freshfarmdc is helping those most in need. By keeping farmers markets open, we can support local farmers and deliver fresh produce to families who are struggling. Together we can make a lasting impact, and support our neighbors through an unprecedented time. Please visit my fundraising page to make a contribution and be a champion for local food today. [\[Page Link\]](#)

## Photos





# GI ELOCAL

*together*











