



September is Hunger Action Month

Hosting a virtual fundraiser paves the way for your neighbors to have the food they need. It brings hope to families. It allows kids to be kids instead of thinking about where their next meal comes from. *Let's get started!*



Digital Fundraising 101

Create your own fundraiser

Set up a Facebook fundraiser or use our custom crowdfunding link. Personalize your fundraiser with a picture and a message about why fighting hunger matters to you.

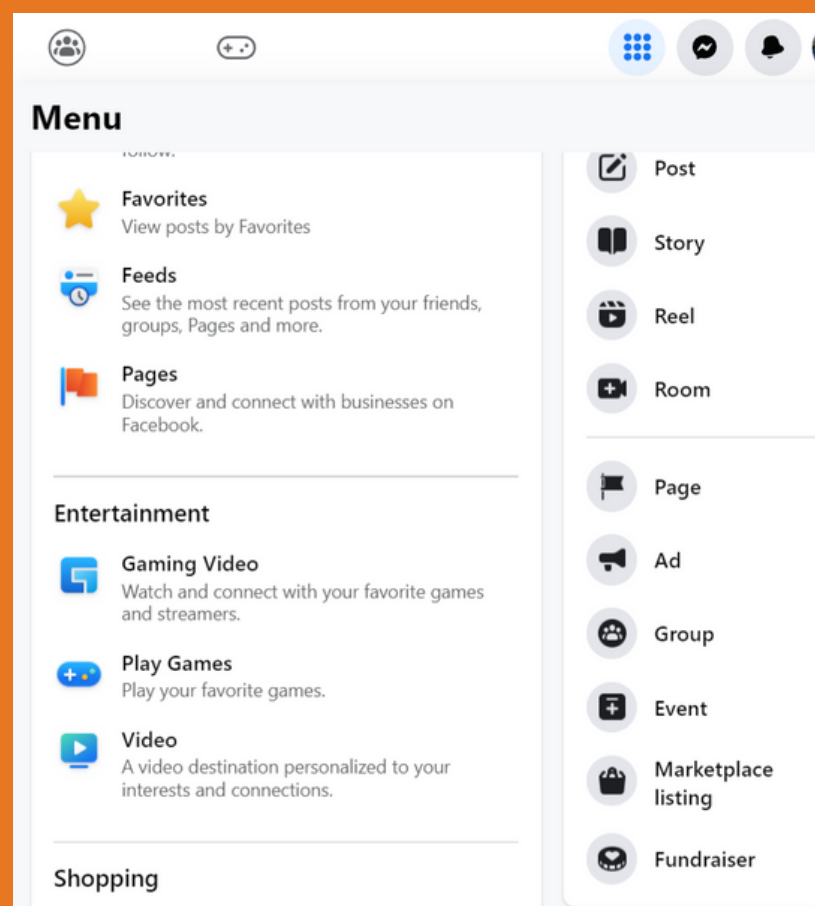
Share it with your network

Use your own personal network to reach your goal! Share your fundraiser link with family, friends, coworkers, and more. Be sure to leverage social media followers and friends.

Thank your supporters

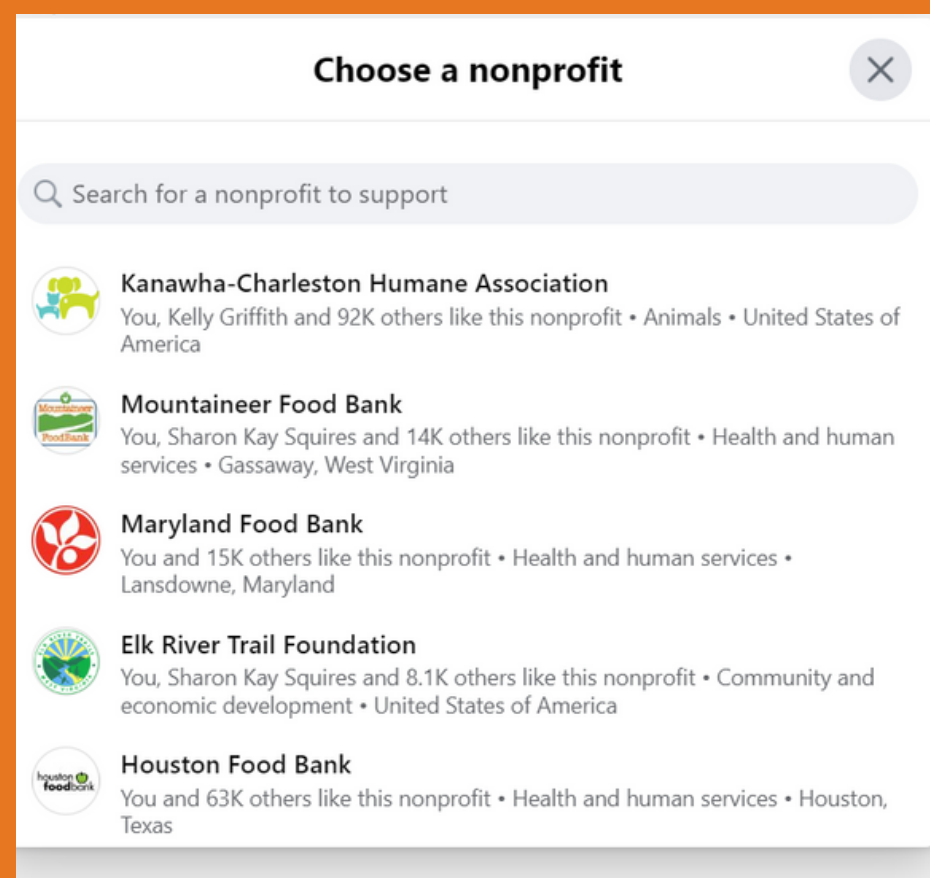
Be sure to thank your supporters along the way and encourage your network to help reach your goal.

How to Start Your Own Facebook Fundraiser



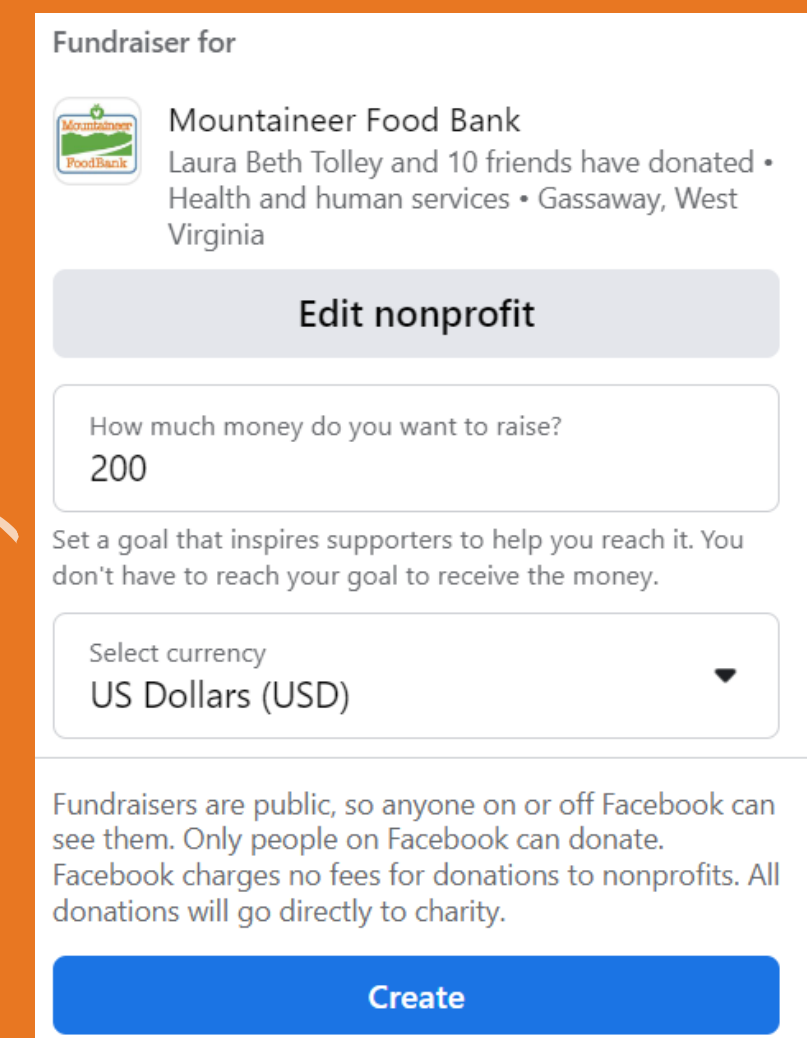
Tap the top right menu next to the messenger symbol on your home page

Scroll to the bottom right and select "Fundraiser"



Either select MFB from the suggested list or search "Mountaineer Food Bank" in the search bar

Select Mountaineer Food Bank



Set your goal and hit create!

Share with your network of family, friends, and followers to start raising money

Sample Social Media Posts



Share a statistic about hunger in WV

Example: "Did you know over 200,000 individuals struggle with hunger every day in West Virginia? Mountaineer Food Bank believes no one should go to bed hungry...today or tomorrow. Donate to my fundraiser to help support their vital work during #HungerActionMonth"

Update your network on your goal

Example: "I'm almost half way to reaching my goal for Mountaineer Food Banks fundraiser for #HungerActionMonth. No one should have to worry about where their next meal is coming from. Please consider donating below to help me reach \$XX. "

Remind your network of MFB's impact

Example: " The impact of a meal goes well beyond feeding our bodies – food can open endless possibilities for people to thrive. When people are fed, futures are nourished. Donate today and help fight hunger this September during #HungerActionMonth."

Snap a selfie wearing orange!

Example: " Did you know orange is the color for hunger awareness? Mountaineer Food Bank is dedicated to helping our hungry neighbors. Join me in supporting their work by going orange or donating to my #HungerActionMonth fundraiser. "



Thank you for taking action!
We will be highlighting our
fundraisers throughout the
month so be sure to tag
@MountaineerFood when you
post!

Email: gabri@mountaineerfoodbank.org with any questions