

## Before Your Fundraiser

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**Plan your event:** Planning is essential to a successful fundraiser. The more work done up front means less work on the day of the event. Think about what you are hoping to achieve, what supplies you will need, and what deadlines you have to meet.

The best third-party fundraisers are simple in execution. They play to your strengths and values while also appealing to your audience.

**Promote your event:** Create a timeline for sharing information. Plan social media posts that balance being informative to your audience without overwhelming them with too much information.

We recommend a buildup of posts involving an announcement/save the date and a series of reminders leading up to the actual event.

Depending on the size of your event, you might consider reaching out to local media and inquiring about news coverage. They're always looking for stories to cover, especially ones for a good cause.

## During Your Fundraiser

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**Capture the impact:** Keep a record of how many people attend and how much is donated. That way, we can help measure the impact it will have on the community!

**Thank everyone for their support:** Every donation, no matter how big or small, makes a huge difference to our work. Additionally, every person who attends helps increase awareness. Please be sure to thank everyone for attending and supporting your event. We'll be sure to do so, as well, whenever we have the opportunity!

**Take lots of photos:** A great way to document your fundraiser is through photography. Capture a couple of pictures for us and we may use them for social media or our publications. It's another great way to help us!

## After Your Fundraiser

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**Send in your donation:** Mail a check to us at  
Operation Food Search, Attn: Development Department  
1644 Lotsie Blvd. St. Louis, MO 63132

- Checks should be made payable to Operation Food Search.
- Include a short note explaining how you raised the funds.
- We will send an acknowledgment letter once we receive your donation.

**Send us photos:** E-mail the best 3-5 photos from your fundraiser to:  
Daniel.puma@operationfoodsearch.org. Your photos may appear on social media thank yous or our third-party fundraising page. We can use them to thank you and all those who supported your hard work!

**Thank everyone again:** It may seem repetitive, but everyone should be thanked again after the event for attending and for their contribution to the fundraiser.



Learn more at [fundraiser.operationfoodsearch.org](https://fundraiser.operationfoodsearch.org).