



Pittsburgh Magazine's

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PITTSBURGH **GBU**  **Life**[®]

GIVING TUESDAY

412 Food Rescue Fundraiser Toolkit



November 28, 2023

What doors will you open?

www.412FoodRescue.org

WELCOME

On behalf of everyone at 412 Food Rescue, THANK YOU for choosing to be a Giving Tuesday 412 Food Rescue Fundraiser with GiveBig Pittsburgh! We believe that together, we can open doors to a brighter future for individuals and families facing food insecurity.

This toolkit is your comprehensive guide, designed to empower you in your mission to make a difference. We ask the question, "What doors will you open?" to highlight the transformative impact of giving.

Spreading the word and supporting 412 Food Rescue, you're not just saving food and providing meals; you're unlocking opportunities for personal growth, well-being, and community prosperity for all.

Thank you for being a Giving Tuesday 412 Food Rescue Fundraiser. Together, we can open doors to a world free from hunger and full of possibilities.

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**GOOD
FOOD
BELONGS
TO
PEOPLE,
NOT
LANDFILLS**

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About 412 Food Rescue

412 Food Rescue's mission is to prevent perfectly good food from entering the waste stream by redirecting it to those who are experiencing food insecurity.

Founded in 2015 in direct response to the fact that in the US, nearly 40% of all food produced is wasted while 1 in 8 people experience food insecurity. Food waste is also one of the leading causes of greenhouse gas emissions and is the single largest component in our landfills.

**We stop
food waste.**

29 MILLION
pounds of
food rescued

**We fight
hunger.**

24.6 MILLION
meals
provided

**We protect
the environment.**

79 MILLION
pounds of
CO2 mitigated

We love our #FoodRescueHeroes.

412 Food Rescue rescues perfectly good surplus food with the help of incredible volunteer Food Rescue Heroes who transport donations from food retailers to nonprofit distribution partners using the 412 Food Rescue mobile app. With step-by-step instructions and opportunities that fit all schedules, it's easy to make a difference!

21,000+
registered
volunteers

176,000+
rescues
completed



[Click to learn more about our impact.](#)

Why fundraising for Giving Tuesday matters.

Joining the 412 Food Rescue grassroots movement is crucial now more than ever.

As highlighted in our [October 2023 blog](#), the philanthropic landscape across the US is facing challenges, signaling a need for help in spreading the word about the causes you care about.

Your involvement on the biggest giving day of the year goes beyond your individual contribution; it ignites a ripple effect, inspiring others to join our cause.

By [becoming a grassroots advocate](#) and sharing our mission, you're helping to secure our organization's stability and, more importantly, ensuring that we can continue making a meaningful impact in our community.

Why We Rescue

We believe good food belongs to people, not landfills.

Protecting the Environment

Of the 100 most substantive solutions to the climate crisis, reducing food waste has the 3rd largest impact.

In 2021 alone, the U.S. generated 91 million tons of surplus food, and over 2.5 million tons were generated in Western PA.

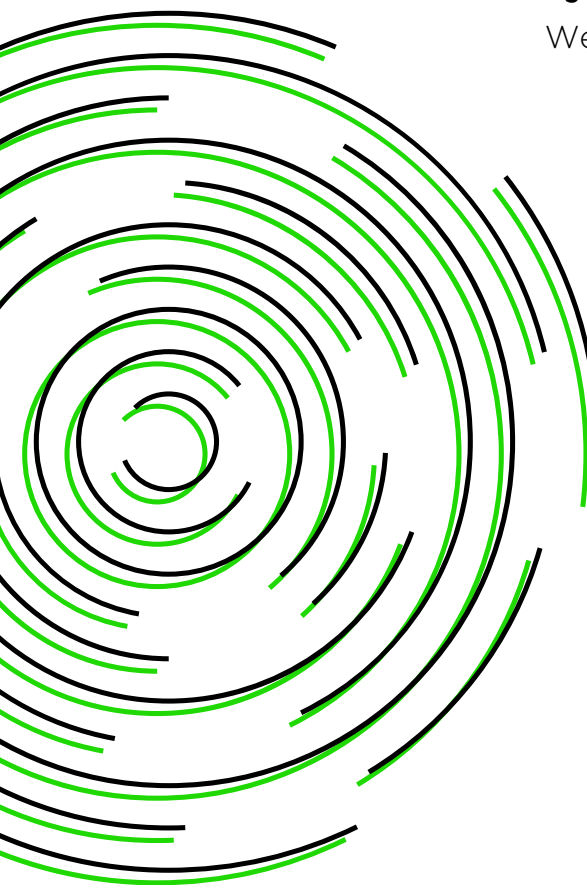
Though 80% was edible, less than 2% was donated.

Supporting our Neighbors

There are over 34 million individuals struggling with food insecurity in the U.S. and over 300,000 in Western PA.



Just 1/3 of the food we throw out would be enough to feed those in need.



Impact Stories

412 Food Rescue goes beyond just providing food; it offers the priceless gift of eliminating one less worry from the equation of life.

ONE

“People volunteering and donating are saving parents like myself the stress, the agony, and the heartache of going to their child and saying, ‘Mommy don’t know what we’re having for dinner.’”

Ashley, 412 Food Rescue Recipient



PRESS PLAY



TWO

“The food provided by 412 Food Rescue really means a lot to our residents. They look forward to the Friday deliveries and have come to rely on the support. Deliveries include milk, bread, lunch meat, prepared foods, and frozen items. All of these really help our residents who are on limited and strict incomes. Because of food delivered by 412 Food Rescue, our residents with limited incomes have one less thing to worry about.”

Darlene, Resident Assistant of Canon Apartments

Steps to Success

By using these strategies, you can increase your chances of successfully reaching your fundraising goal and making a positive impact.

1 | Set your goal

Before you start fundraising, it's important to set a clear goal for yourself and for others to see. This will help you stay motivated and inspire others to help you reach your goals.

Help us reach our goal
\$100,000
this Giving Tuesday!

2 | Personalize your page

Create a personalized profile that tells your story and explains why you're raising funds. Use photos and videos to make your profile more engaging and memorable. Be sure to include information about why supporting 412 Food Rescue is important to you. This will help potential donors understand the impact of their donation.

3 | Make the ask on November 28, 2023

NOTE: Donations will be accepted from 12:00AM on 11/28/23 - 12/31/2023.

Now that you have set your goal and personalized your profile, it's time to ask for donations. Start by making a list of potential donors, including friends, family members, co-workers, and acquaintances. You can also reach out to your social media followers, local businesses, and community organizations.

You can send personalized emails or messages, make phone calls, host fundraising events, or create social media posts. Be sure to explain why you're raising funds and how the money will be used. Review the samples on the next page to help craft your messages.



4 | Thank and celebrate

After #GivingTuesday ends, be sure to thank your donors for their support. Send personalized messages to show your appreciation. Celebrate your success by sharing the total amount raised and how it will be used to make a difference.

Communication Templates

Sample profile

Hey there, friends! This Giving Tuesday, I decided to join the movement to help end food waste and hunger by becoming a 412 Food Rescue Fundraiser. Will you help me reach my goal?

412 Food Rescue is a local nonprofit organization that resonates with me deeply. Because food rescue is not just about providing meals; it's about opening doors of opportunity. When we prevent food from going to waste, we reduce our environmental impact and create a more sustainable future. When we share this food with those who are hungry, we give them a chance to focus on their growth, health, and well-being.

Every dollar we raise together will open doors of opportunity for countless individuals and families in our community. Please join me and help me reach my goals.

Thank you!

Sample social media post

I am fundraising for 412 Food Rescue during Give Big Pittsburgh on November 28th! Check out my page here [FUNDRAISING PAGE LINK] to donate and share!

[Click here for more templates!](#)

Questions to consider

Here are five questions that can help you generate a great fundraising profile:

1. What inspired you to support 412 Food Rescue?
2. What specific impact do you hope to achieve through your fundraising efforts?
3. Can you share a personal story or experience?
4. Why is this cause important to you personally?
5. How will the funds raised make a difference?

Don't forget the tags!

@412FoodRescue
@GiveBigPittsburgh
@GivingTuesday

#whatdoorswillyouopen?
#412foodrescue
#givebigpittsburgh2023
#givingtuesday

Get Creative



Host a dinner: Gather friends and family and ask for donations in exchange for a delicious meal. Bonus points if the dishes highlight your efforts to reduce food waste at home! Visit stopfoodwasteday.com for recipe ideas!



Ask your colleagues and professional network to help you reach your goal! Share your fundraising page on LinkedIn on Giving Tuesday.

Click here to see if your employer will match your donations!



Share your skills: Host an online workshop or post a live video on social media, in which you lead a workshop, or workout class, or display your musical talents. Don't forget to share your fundraising link and promote donations.



Partner with a local business: Get businesses to promise matching donations, and/or sponsor your fundraising efforts. Get a local restaurant, coffee shop, or art gallery to host or provide a space for an event is a win-win.



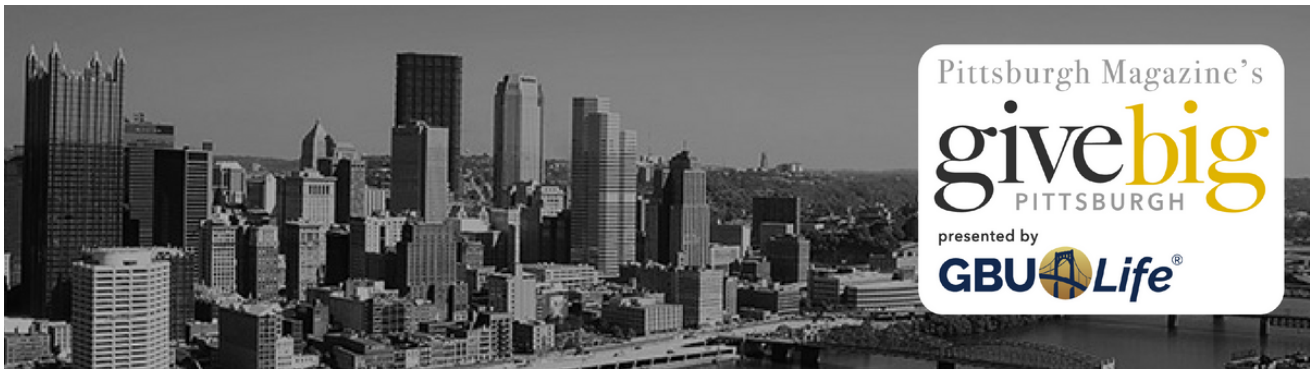
If you're celebrating your birthday between now and the end of the year, consider asking for donations in lieu of gifts.

Resources & Support

Other resources

[Give Big Pittsburgh Fundraiser Guide](#)

Give Big Pittsburgh is designed to make it super simple for you to build support for the organizations and causes you care about. So, let's get everyone in your network ready to give!



[How to Participate in GivingTuesday](#)

View the official Giving Tuesday website for hundreds of different ways to express generosity and find ideas for inspiring more generosity in your network during the annual celebration on November 28, 2023, and every day.

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