Thank you for registering to fundraise for Miriam's Kitchen's #MoreThanAMeal Campaign

Use this toolkit as a guide to maximizing the impact of your fundraising campaign.

Contact Brenda Bochner at brenda.bochner@miriamskitchen.org 202-452-8926 x 223
ABOUT THE CAMPAIGN

"Miriam's Kitchen helped me get so much more than a meal"

Miriam's Kitchen has been a trusted resource for individuals experiencing homelessness in D.C. since 1983.

Our frontline staff is working tirelessly to build and implement the solutions to end long-term homelessness in our nation's capital and keep our neighbors safe, healthy, and informed.

But we need you on our side.

Homelessness is an urgent and ongoing crisis that disproportionally affects people of color. When you create your personal fundraiser, you are joining a movement dedicated to addressing hunger, racial injustice, and homelessness in our community.

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HOW TO GET STARTED

Customize Your Fundraising Page
Change your default photo, add a special message, and let people know why ending homelessness is important to you. Contact me at brenda.bochner@miriamskitchen.org for support.

Spread The Word
Begin your fundraising journey by asking others to make a donation to your page and help end chronic homelessness in DC. See page 4 for a list of fundraising tips!

Become A Champion!
Every dollar makes a difference. By fundraising for Miriam's Kitchen, you are a champion for ending homelessness. See pages 9 and 10 for more details on fundraising levels and incentives.
Get Social
Post a link to your fundraising campaign on your social media and email your friends and family. The average fundraiser generates over $500 when you spread the word!

Donate Your Birthday
(or any other special day) to Miriam’s Kitchen. Share your personal fundraising link and ask for donations in place of other gifts.

Get Creative
If you reach your goal, will you dye your hair? Wear a silly outfit in public? Post a funny picture of yourself on social media? The possibilities are endless!

Stay Motivated
Life gets busy! The average person needs to be reminded several times before they make their donation. Consistent updates and thank yous are key!

Donate to Yourself
No matter the amount, a donation to yourself will show your supporters how much you care about ending homelessness.

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SAMPLE SOCIAL MEDIA POSTS

Copy and paste the sample text below to help you raise money through your social media channels. Include a picture when applicable!

I am fundraising for @MiriamsKitchen to help end chronic homelessness and advance equity in our community. Will you help me reach my goal of [Insert Goal Here]? Donate at [Insert Fundraising Link]. #MoreThanAMeal

Friends and family, I have accepted the challenge of fundraising to help end chronic homelessness in DC! The solution to homelessness is housing, and @MiriamsKitchen is guiding people home. Donate today at [fundraising link in bio]. to help advance equity and ensure all of our neighbors are safe, healthy, and informed at this time. #MoreThanAMeal

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Copy and paste the sample Fundraising Ask below to help you raise money through E-mail, Facebook, or other platforms that you use to connect with your network.

Friends and family, I have accepted the neighborly challenge of fundraising to END chronic and veteran homelessness in D.C., and I need your help.

Miriam’s Kitchen has been a trusted resource for individuals experiencing homelessness in DC since 1983. They focus on people who have been homeless for years, if not decades. Their guests (how they refer to their clients) have slipped through the cracks in the city’s social safety net and are living under bridges, in encampments, and in emergency shelters—all within walking distance of the National Mall.

And the gaps in the safety net have only widened during the pandemic. Your support is needed now more than ever to fuel our frontline response efforts. (Cont. next page)
(Cont. from previous page)

**Homelessness is a crisis** that disproportionately affects people of color. By supporting Miriam’s Kitchen, you are also helping to address root causes of homelessness including centuries of structural oppression and racist policies. Your donations will be immediately used to advance equity in our organization and in our community by:

- Centering and amplifying the leadership of people of color and individuals with lived experiences of homelessness
- Examining how bias and white supremacy culture shows up within ourselves and in our work with each other
- Collaborating across the city to interrupt the racially unjust systems that funnel people into homelessness, dismantle the policies that keep them homeless, and create sustainable change so that people don’t fall back into homelessness.

Help provide #MoreThanAMeal by donating to support Miriam’s Kitchen today at [insert link].

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IMPORTANT DATES FOR FUNDRAISING

September 9: #MoreThanAMeal fundraising campaign begins

November 6: #Hike4Housing

November 11: Veteran’s Day

November 15-29: Hunger and Homelessness Awareness Week

November 25: Thanksgiving

November 30: Giving Tuesday

December: Celebration Event

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CHAMPION LEVELS

Raise $500 to become a Meals Sponsor

Help sponsor 300 nutritious and delicious meals

Raise $750 to become a Health Promoter

Help us improve the mental and physical health of our guests

Raise $1,000 to become a Community Connector

Help us provide technology that connects guests to supportive services, friends, and family

Raise $1,500 to become an Equity Advocate

Spark housing equity tackling the root causes of homelessness

Raise $3,000 to become a Housing Champion

Help individuals obtain keys to unlock their first home in years
CONTACT ME

I am your biggest fan and happy to support you in any way that I can!

Brenda Bochner
Director of Individual Giving
brenda.bochner@miriamskitchen.org
202-452-8926 x 223