
FOOD BANK
FOR NYC
EST. 1983
PEER-TO-PEER CAMPAIGN TOOLKIT

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Thank you so much for supporting Food Bank For New York City! We're so happy you're partnering with us, and we want to help you be successful with your fundraising project.

Within this guide, you'll find helpful tips and tricks for making the most of your peer-to-peer fundraiser.

From goal-setting, to suggested messaging, and contact information if you need help, it's all in one place.

We are ready to help you as you help your neighbors -- so thank you for your support from all of us here at Food Bank For NYC.



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GETTING STARTED

Login to our fundraising platform any time and select “Manage” on your fundraising page to open your editor. From there you can:

- Update your Story (the main content on your page)
- Share progress updates with your supporters
- Change your profile picture, headline, goal, or end date
- Set up a short “vanity URL” that's easier to share and looks cleaner on social media



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SETTING A REALISTIC GOAL

- Start with your network! Estimate how many people you'll realistically reach (friends, family, coworkers, social media followers) and what a comfortable average gift looks like for that group.

- Anchor your goal to a concrete outcome. Every $1 donated to Food Bank For New York City provides up to 3 meals for New Yorkers. For example, if someone donates $20, that’s 60 meals for neighbors across all five boroughs.

- Set your goal slightly lower at first. It's motivating to hit 100% and then raise the bar — GoFundMe Pro makes it easy to increase your goal once you're close, which creates a second wave of momentum.

- Break it down publicly to provide transparency and motivation. “$2,000 goal = 40 people giving $50” this helps your team see themselves as part of a reachable target.


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DESIGNING YOUR PAGE

DESIGNING YOUR PAGE

Photo

- Use a real photo of yourself (or the person you're honoring!)

Headline

- Keep it short and specific and lead with the impact. Example: “Help Me Provide up to 1,500 Meals For New Yorkers Of All Ages This Fall.”



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DESIGNING YOUR PAGE

Story

- Food insecurity can be described as not having enough food, not being able to afford enough food, or going without food because of lack of money or resources. Open with why FBNYC and food insecurity matters to you personally — donors give to people, not just causes.
- Explain concretely what a donation makes possible.
- End with a direct, specific ask (“Will you chip in $25 today?” outperforms “Please consider donating.”)

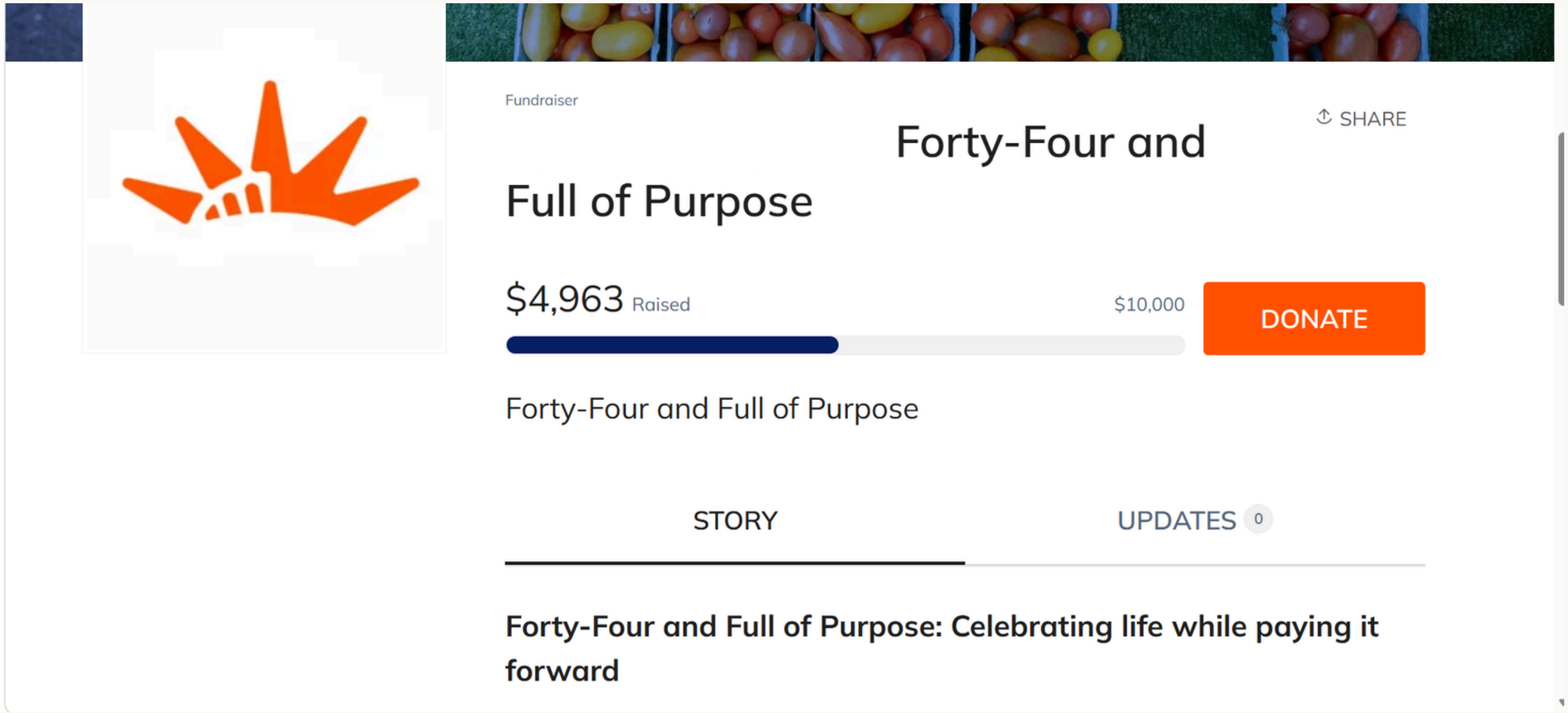
Vanity URL

- Set a short, custom link in your page details — it's easier to share verbally, fits better in a text or caption, and looks more polished than a long default URL.

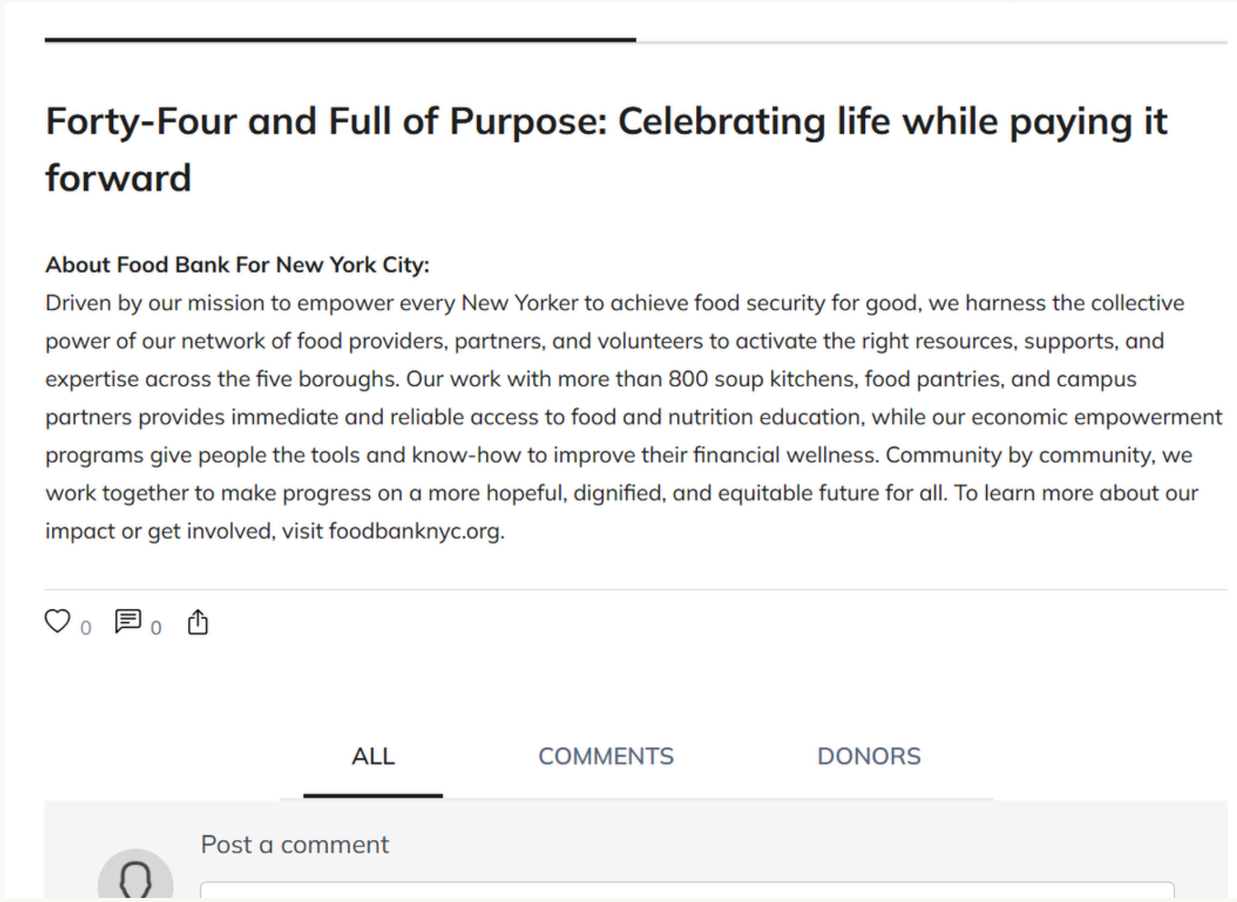


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EXAMPLE CAMPAIGN



EXAMPLE CAMPAIGN



Forty-Four and Full of Purpose: Celebrating life while paying it forward

About Food Bank For New York City:
Driven by our mission to empower every New Yorker to achieve food security for good, we harness the collective power of our network of food providers, partners, and volunteers to activate the right resources, supports, and expertise across the five boroughs. Our work with more than 800 soup kitchens, food pantries, and campus partners provides immediate and reliable access to food and nutrition education, while our economic empowerment programs give people the tools and know-how to improve their financial wellness. Community by community, we work together to make progress on a more hopeful, dignified, and equitable future for all. To learn more about our impact or get involved, visit foodbanknyc.org.

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ALL COMMENTS DONORS

Post a comment


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PROMOTING YOUR FUNDRAISER

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SHARE DIRECTLY FROM YOUR PAGE

- Select the share icon at the top of your page to post straight to Facebook, X, or Instagram, send by text or email, copy your link, or generate a QR code you can print or share in person. We are @foodbank4nyc if you want to tag us!

Scan this QR code to generate your own QR code for your campaign!

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PROMOTING YOUR CAMPAIGN

- Donate to your own page first. Making the first gift signals commitment and reliably encourages others to follow.
- Personally message your closest 10–15 friends and family. A direct text or email outperforms a public post.
- Share publicly on your social channels, with your vanity URL and a personal photo.
- Post progress updates as you go — milestones (“halfway there!”) and a thank-you shoutout gives you a reason to share again.
- Follow up with people who haven't given yet, and re-share as your deadline approaches
- Revisit past donors if you’ve done a campaign before.

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BOOSTING ENGAGEMENT

- Tie your ask to an action: “$1 per pushup,” “I'll bake cookies for every $100 raised,” etc.
- Ask a few close supporters to share your page with their own networks, not just donate.
- Use encouragement milestones (25%, 50%, 75%) as natural moments to post an update.





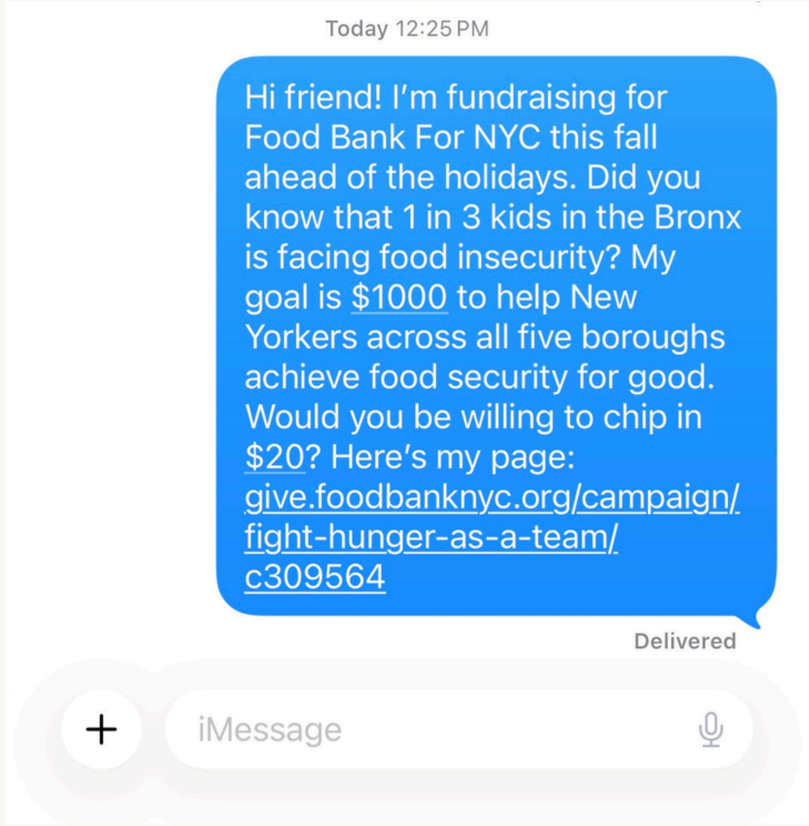
SAMPLE MESSAGING

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PERSONAL OUTREACH

“Hi friend — I'm fundraising for Food Bank For New York City because [personal reason]. Did you know that 1 in 3 kids in The Bronx is facing food insecurity? My goal is $[X] to help New Yorkers across all five boroughs achieve food security for good. Would you be willing to chip in $[suggested amount]? Here's my page: [vanity URL]. Thank you!”

PRO TIP: copy and paste the above text to share it with your fundraisers!



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SOCIAL MEDIA POST

“I'm raising $[X] for Food Bank For New York City to help New Yorkers achieve food security for good. If you can spare $[amount], it would mean a lot — link in [bio/below]. Thank you for supporting a cause close to my heart! [link]”

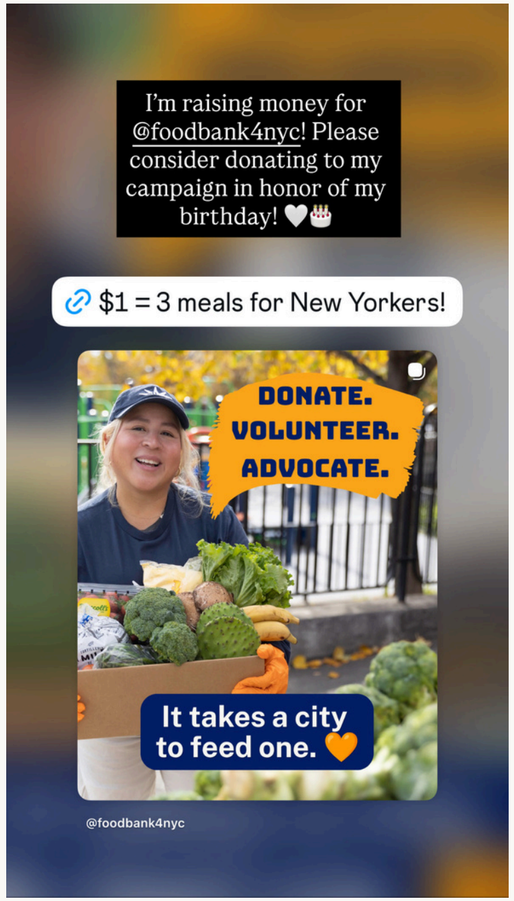
PRO TIP: FBNYC is active on the platforms below! Tag us in your content so we can engage with your activity.



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SOCIAL MEDIA POST EXAMPLES







Don't forget to tag us @foodbank4nyc when you make a post so we can follow along and support you!

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PROGRESS UPDATE



“We're [X]% of the way to our goal thanks to [number] amazing supporters! Here's what your donations are already making possible: [specific update]. If you haven't given yet, there's still time — every bit helps: [link]. Every donation you make fuels possibility and joy.”

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QUESTIONS?

Hi! I'm Caitlyn, Direct Marketing Manager here at FBNYC! You'll be hearing from me to check in your fundraising project and progress.

Please don't hesitate to reach out to me with any questions or if there is anything else I can do to support your campaign!

You can reach me at crichtman@foodbanknyc.org or directly by phone at 212.566.7855 ext 1623.




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THANK YOU
FOR HELPING
FEED OUR
NYC NEIGHBORS!