



## 4. Fundraising

One of the most rewarding jobs in hosting a MobilePack is fundraising. Feed My Starving Children can only provide meals as we're able to pay for ingredients. We receive no government support and rely on passionate donors like you to fund the meals.

As a close partner in our mission, you've agreed to cover the cost of the meals your event will assemble. This means the Fundraising Team has a critical task. The good news is that FMSC is here to support you with tools and guidance so you can succeed.

## 1. Use the strategies, activities and planning forms in this chapter.

Read our list of time-tested guidelines and ideas. Choose from these to develop your own plan.



Make sure your Host/Leader has returned your MobilePack Agreement to FMSC. Next, complete the Sponsor Pledge and Fundraising Activities forms in this chapter. Review your plan with your FMSC Development Advisor as soon as possible.

## 2. Get to know your Fundraising Headquarters (FHQ) website.

This is a custom fundraising website we will create specifically for your event. Shared with everyone in your organization, it has enormous potential to solicit donations online. You will also use this site to track your progress. Also, you can request a donation report from your Development Advisor.

## 3. Be positive.

You're creating a richer experience! When people raise funds ahead of time, they become more joyful volunteers. Their experience is enriched by identifying with the poor through small sacrifices. Packing FMSC meals becomes a celebration!



AS SOON AS POSSIBLE

## Set your fundraising goal

Build your plan around the number of meals you aim to pack at your event. Your meal goal may increase or decrease somewhat throughout the planning process, but your initial goal will be specified in the contract your Host/Leader has signed with FMSC.

\$80 FEEDS A CHILD FOR A YEAR

\$1,800 PROVIDES A PALLET OF FOOD

\$365 FEEDS A FAMILY FOR A YEAR

\$10,000 FEEDS A VILLAGE

Our MobilePack event #: \_\_\_\_\_ Our event meal goal: \_\_\_\_\_

Our MobilePack name: \_\_\_\_\_ Our event fundraising goal: \_\_\_\_\_

Our MobilePack date: \_\_\_\_\_

## Build and submit your fundraising plan

We encourage you to start fundraising as soon as possible, regardless of the lead time you have before your event. The invoicing schedule requires one-third of your funds to be collected 90 days prior to the event, one-third of your funds 45 days prior to the event and the remainder 50 days after the MobilePack (see MobilePack invoicing schedule on Page 45).

Working from your fundraising goal, develop a fundraising plan that includes a combination of strategies, sponsorships and activities in that order of priority. Document your plans as specifically as possible, using the Sponsor Pledge and Fundraising Activities forms at the end of this chapter.

Within two weeks of signing your MobilePack Agreement, email your fundraising plan and forms to your FMSC Development Advisor. That Advisor will review the plan so you can confidently begin fundraising with a winning strategy.

### How to build your plan

FUNDRAISING ACTIVITIES

SPONSORSHIPS

FUNDRAISING STRATEGIES

### TIPS FOR FUNDRAISING SUCCESS

Use compelling photos and videos: [youtube.com/fmsc](https://www.youtube.com/fmsc)

Appeal during meetings and in bulletins, newsletters and emails.

Encourage widespread participation. **Everyone can do something.**

Include children – they are some of the most motivated fundraisers!

**We encourage you to ask boldly!** Share your heart behind why you're supporting FMSC through hosting this MobilePack. People will respond when you are passionate.

## Fundraising strategies and activities

Make sure you utilize these fundraising practices and strategies first. They offer consistently high-yielding success for your MobilePack and have great potential to generate the largest donations toward your event goal. Below is a long list of fundraising ideas. We encourage you to focus on two or three that will help you meet your fundraising goals.

### Encourage FHQ website donations

The more you promote your event's specific FHQ site, the more people in your organization will use it to make direct donations online, which is the easiest way to fundraise. The number of donors you can reach using your FHQ site will grow exponentially overnight.

### Broaden participation

Include the local community. Invite neighboring churches, businesses and organizations to partner in the event and fundraising efforts. Each MobilePack partner could be responsible for a certain number of shifts, both in terms of fundraising and volunteer recruitment.

### Invite leadership giving

Develop a list of 15-25 major donor prospects within your community, individuals who have the ability to donate \$1,000 or more. You should plan to raise approximately one-third of your total event cost from this effort.

### Adopt an orphanage

Commit to feed a group of children for a year. Post a calendar where church members or employees sign up to pay for a day of meals (for example, \$44 to feed 200 children for one day).

### Corporate sponsorship program

Invite small business owners from your community to sponsor your MobilePack event. For example, a business owner who donates to cover the cost of a meal packing shift could be publicly recognized during volunteer orientation or credited in promotional materials.

### Benevolence and missions funds

Designate funds from your church's benevolence and/or mission funds. A MobilePack is a global mission experience in a local community setting. Each meal "feeds" two people, one physically in the developing world and one spiritually at your event as they pack the food. This dual impact is a tangible mission opportunity.

### Leverage your leadership gifts

Request the initial leadership gifts as matching gift incentives for other members of your community. For example, announce to the community that any gifts of \$100 or more will be matched up to \$5,000 from the leadership giving fund. Leveraging early leadership gifts demonstrates good stewardship to your community.

### Buy a Box fundraising

The Buy a Box Fundraising Campaign tools were created to assist you in your fundraising efforts. Each of the four die cuts symbolizes a donation amount. Use the die cuts before or during your event to educate volunteers on the need for donations and motivate them to make a financial gift towards your event. [fmscmarketplace.org/collections/fundraising/products/buy-a-box-fundraising-campaign-tools-1](https://fmscmarketplace.org/collections/fundraising/products/buy-a-box-fundraising-campaign-tools-1)

### Special events

Invite church committees and ministries to organize individual or group fundraisers. Groups have organized rummage sales, bake sales, hunger banquets, lemonade stands, M&M'S® tube drives and many other events.

### Choose a support goal

Feed a child for a year (\$80) or feed 1,000 children for a day (\$220). A great goal for a group coming to pack is to purchase one box of meals per person (216 meals costing \$50), which is the average number of meals each individual packs per session.

### Collect pledges

Collect pledges based on activities, such as number of miles or laps run or walked, books read, Bible verses memorized, goals scored, etc. The possibilities are endless.

### Mini M&M'S® Tubes

Purchase Mini M&M's tubes online at [fmscmarketplace.org](http://fmscmarketplace.org). Encourage individuals to enjoy the candy and return the tubes filled with quarters. Each filled M&M's tube fits 56 quarters (\$14 donation) and funds 63 MannaPack™ meals! Collect tubes in a large, centrally-located receptacle and visually track the progress of funds raised, meals packed and/or children fed. This is a great way to involve those who are unable to pack meals. Leadership gifts can be used to purchase the M&M's tubes.

### Apply for grants

Find organizations that support hunger relief and volunteerism to determine if your MobilePack is eligible for a grant. If applying for a grant, please notify your FMSC Development Advisor in advance so we know where you are applying and can provide assistance if needed.

### Create events

Put on an all-school/workplace race, talent show with a \$5 entry fee, bake sale, pancake breakfast, bingo night, dance-a-thon, bike-a-thon, walk-a-thon, bowl-a-thon or some other "thon."

### Conduct a hunger campaign

Serve an FMSC-like meal, such as rice prepared with soup mix. Challenge families to eat only rice for one meal each month or week and donate what they otherwise would have spent on food to the MobilePack event. (For an example and to learn more, visit [ricedinner.org](http://ricedinner.org))

### Sell customized shirts and products

Print shirts and other products with FMSC's logo, sponsor names and your event's name/logo. Sell them for a profit before or during the event. Also, give shirts to sponsors as a thank you gift for major donations. Refer to Page 34 for more details.

### Coin boxes

Purchase FMSC coin boxes at [fmscmarketplace.org](http://fmscmarketplace.org) and place them in your lunchroom, on a refreshment table, in your fellowship hall or employee lounge, next to the coffee pot, with greeters at entryways, in the office or at events. Suggest a donation equal to the cost of a fast food meal or a movie ticket.

### Organize a "consume less" campaign

Encourage people to cut back on eating out or going out for coffee. Rent a movie instead of going to the theater. Skip the soda and drink water instead. Money saved can be donated to the MobilePack event. The most successful "consume less" campaigns run 4-6 weeks and culminate with a ceremony or celebration where people bring in their savings and donate it toward the packing event.



**Or come up with your own creative idea!**

### Sunday/workday designation

Designate a Sunday or a day of the work week when every member of your church or workplace is encouraged to buy a bag of food to feed six people for a day (\$1.32). Churches can take a special collection or have children stand at the doors with baskets. To address local hunger, encourage each person to bring a donation for the local food shelf, as well.

### Have a hunger banquet

An FMSC speaker from the Speakers Bureau can present at your banquet and show a powerful FMSC video that inspires people to give (within driving distance of the Twin Cities, Chicago, Phoenix or Dallas-Fort Worth, where speakers are based).

### Change war

Conduct a "change war" among Sunday School classes or workplace departments. Each team gets a jar and points are awarded to each team for the number of pennies in their jar. Coins other than pennies count against the team. Players can sabotage other teams by putting quarters, dimes, nickels or dollars in the other jars.

### Tribute cards

Sell handmade tribute cards for individuals to make a donation to the MobilePack event in honor or in memory of someone.

### Work projects

Try service activities like bagging groceries, raking leaves, mowing lawns, washing cars or shoveling snow for a donation!

## Say hello to your Fundraising Headquarters (FHQ)!

As soon as your event is scheduled, FMSC will set up an FHQ website for your event. Your FHQ site will serve as the central portal for your event. In addition to promoting the name, date(s) and location of your event, the site is your entry point for easy fundraising and volunteer registration.

Your website will be linked on Feed My Starving Children's website at [fmsc.org/mobilepack](https://fmsc.org/mobilepack), so visitors can find your event through [fmsc.org](https://fmsc.org). But your site can stand on its own, too. You can print or hyperlink the address of your FHQ website in all your promotional and fundraising materials, allowing people direct access to volunteer or donate.

### **Monitor fundraising using the "Sponsor pledge form" guide on Page 43.**

Work with your Development Advisor for up-to-date donation reports. You can also request a list of donors who have given to your MobilePack event in the past in order to follow up with them about another donation.

## Promote online giving

FHQ is a powerful tool in the hands of your church members or business employees. Once we set up your FHQ website, it's a great idea to encourage your entire congregation or workforce to get involved in fundraising, using their personal email and social media networks.

- » Introduce people to your FHQ website as soon as it is set up.
- » People can donate as an individual, start or join a fundraising team with a goal or even compete as teams! They can share stories, photos and videos, track progress, thank contributors and invite others to give with just a few clicks.
- » The more you promote your FHQ website, the more people in your organization will use it and the easier fundraising will become. The number of donors you can contact will grow exponentially overnight. Many MobilePack Hosts have said using their FHQ site instantly takes their fundraising national!

**Print the "How to donate and raise funds with FHQ" guide (Page 47-49) and hand out to your supporters.**





# Fundraising activities form

Use this form to plan fundraising activities that groups in your organization can do – like filling coin boxes or M&M's tubes with change (see Page 40-41). Identify a leader for each “campaign.” Set dates and goals for each one. Track your collections. These group activities will complement your sponsorships and online FHQ fundraising.

Fundraising activity	Start	End date	Number of donors	Average donation	Goal	Actual	Number of meals funded
Activity 1 name:							
Team:							
Activity 2 name:							
Team:							
Activity 3 name:							
Team:							
Activity 4 name:							
Team:							
Activity 5 name:							
Team:							
Fundraising activities total:							

## Payment terms

MobilePack payments are due according to the schedule below. Timely payments are important. They gauge the success of fundraising activities and your ability to raise enough funds to cover the cost of your meal goal.

If you fall behind on this payment schedule, we will advise you on steps to make up the difference. At any time up to six weeks before the MobilePack, you have the opportunity to increase or decrease your event meal number based on your fundraising progress. Any increases or decreases will be reflected on the next scheduled invoice.

### MobilePack invoicing schedule

Invoice	Due	Due date	Amount due	Amount due \$	Paid \$	Date
1st invoice (sent 120 days prior to MobilePack)	90 days prior to MobilePack		1/3			
2nd invoice (sent 75 days prior to MobilePack)	45 days prior to MobilePack		1/3			
3rd invoice (sent 20 days after MobilePack)	50 days after MobilePack		Remainder			

### EVENT CREDIT

Sometimes hosts raise more funds than their event requires. Funds that exceed what is necessary to cover actual costs for all meals packed will earn you an "event credit." You may use this credit toward another event with Feed My Starving Children, as long as you schedule that event within 90 days after your current event, to occur within the next year.

*"The MobilePack brought us together and really energized people. Two boys who live in the community went home after their morning packing shift and started a lemonade stand; they then brought the money they made, \$62.12, back to the MobilePack before the last shift ended." – FMSC MobilePack Host*



SIX WEEKS PRIOR

## Set final meal goal

(AND ADJUST FUNDRAISING)

When you and your Volunteer Coordination Team have determined how many meals you want to pack and how many volunteers you will need (Chapter 6, Volunteer Coordination), FMSC will order the necessary ingredients. Your meal goal may increase or decrease throughout the planning process.

The Volunteer Coordination and Fundraising Teams will need to work together closely to ensure volunteer signups and funding are aligned to the same meal goal, and the number of stations and shifts is set accordingly with the Logistics Team.

Your meal goal will be based on a full pallet of meals, since full pallets can be shipped sooner than partial pallets (each box contains 216 meals, and each pallet contains 7,776 meals). Often, the volunteers' excitement allows us to go even further and pack another full pallet on top of that. You may work with your Event Supervisor to determine the final number of meals packed based on supplies and funds available.

If you are able to pack additional meals, you are only obligated to pay for the meals you have signed up to pack (your meal goal). Your final invoice will detail the contracted amount due, as well as the additional amount to fund the total number of meals packed. Please prayerfully consider paying for those additional meals as your fundraising allows. Any excess donations you receive will be applied to the additional meals packed before being applied to a future event credit.

### FINANCIAL DETAILS

#### **Sending in payments**

When you collect physical checks made out to Feed My Starving Children (or FMSC), you can mail them to your FMSC Development Advisor. Be sure to write your event number on the memo line of each check. We will process them at FMSC and the donations will be imported to your FHQ website. Please allow a couple weeks for processing at FMSC before the donations show up online.

#### **Combined donations**

FMSC cannot provide individual tax receipts for donations that are combined and submitted as one check or credit card donation.

#### **Accepting donations at the FMSC MarketPlace during your MobilePack event**

The MarketPlace register can accept cash, check or credit card donations. Volunteers may make additional donations while purchasing a MarketPlace item – those donations will go toward your event. Sales from products sold at the MarketPlace will not go toward your event's fundraising goal. Reference the Logistics Chapter for more on the FMSC MarketPlace.

#### **Refunds**

FMSC does not provide refunds.

#### **FMSC W9 form**

[Download a signed copy of FMSC's W9 here \(link\)](#)

#### **Credit for exceeding fundraising goal**

Once all meals packed at your event are paid for, any extra funds you raise can be used toward a future MobilePack event if it is booked within 90 days of completing your current event and takes place within a year after your current event. If you choose not to host another event, your excess donations will be used to support other MobilePack events.

#### **Tax receipts**

FMSC provides thank you letters and donation confirmation emails, which can be used as tax receipts. Tax receipt letters will only be provided for donations and payments made directly to FMSC.

# How to donate and raise funds with FHQ

A GUIDE FOR MOBILEPACK SUPPORTERS

## FHQ ALLOWS YOU TO:

- » View your fundraising progress and individual donations made towards your goal.
- » Make donations and start an individual or team fundraising page.
- » Connect your social networks to your FHQ and easily share your goal.
- » Post sponsor logos.

**Trinity Lutheran Church MobilePack**

450,000 Meals  
2,000 Volunteers Needed

\$71,281 Raised | \$99,221 Goal

**Track your total donations with this fundraising gauge.**

**Choose this button to start a fundraising team.**

**Donate directly to your MobilePack event here!**

### About Feed My Starving Children

By volunteering, donating, or fundraising, your generosity makes a huge difference in the lives of thousands of children in need around the world. **At least 6,200 children die each day from hunger-related causes** (UNICEF). Feed My Starving Children (FMSC) is a Christian non-profit organization committed to feeding God's starving children hungry in body and spirit.

**The process is simple:**

- People just like you donate funds for the meal ingredients.
- Volunteers hand-pack the meals.
- Meals are donated to FMSC food partners around the world.
- Kids are fed and lives are saved!

**Educate and inform others about FMSC's mission.**

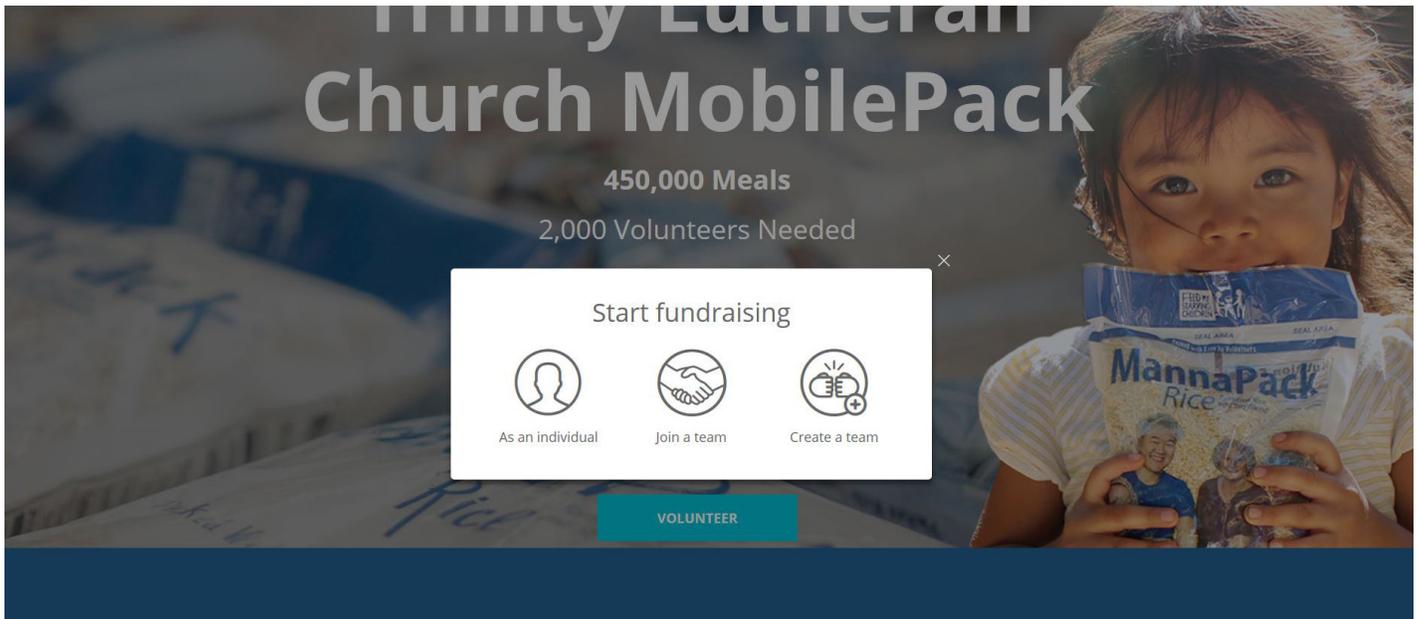
*"The generous will themselves be blessed, for they share their food with the poor."*  
- Proverbs 22:9

[Check out FMSC FAQs](#)  
[Fundraising Ideas](#)

Send your MobilePack supporters a link to your FHQ page, or point them to [fmsc.org/volunteer](https://fmsc.org/volunteer) where they can click on “View MobilePack events,” scroll down the page to choose the state, find your MobilePack name and click “Get Involved.”

After clicking ‘Become a fundraiser,’ this pop up allows you and any MobilePack volunteer to start fundraising as an individual or a team, or join a pre-existing fundraiser set up by someone else.

It’s easy! Simply sign up, set a fundraising goal, upload a photo or use the already provided FMSC MobilePack logo, choose your team name and custom URL, share why you’re fundraising for FMSC and encourage others to give! You can also send emails, manage your donations and keep track of your fundraising progress from this page.



If your organization would like to become a MobilePack sponsor, choose the “Become a sponsor” button and complete the online form.



## Event Sponsorship

[Become a sponsor](#)

Thank you to our sponsors!

(Sponsors coming soon)

Recognize your MobilePack sponsors by uploading their logos into this section.

Fundraising teams are listed at the bottom of your MobilePack event home page and will display current fundraising progress. Teams can upload team logo or image.

## Support a Fundraiser

Search for a team to support.

Fundraising Page

### Top Teams

[View all](#)



**Trinity Pickleballers**

\$1,460 raised (73%) 0 members



**Our Father's Lutheran Ch...**

\$0 raised (0%) 0 members

**View your campaign activity.  
See and respond to what  
your supporters are saying!**

## Campaign Activity

See who supports your cause and what they have to say about it!

ALL COMMENTS DONORS

- U** UnitedHealth Group (organization donated \$2,500.00  
2 days ago
- L** Long Lake Assisted Living, LLC ( donated \$100.00  
a month ago
- S** Shirley Hemenway donated \$25.00  
a month ago

Share your fundraising efforts with your social media networks.



# How to track fundraising with FHQ

A GUIDE FOR MOBILEPACK FUNDRAISING TEAMS

## DONATION REPORTING

Your FHQ page lists your total dollars raised. Ask your Development Advisor for an up-to-date donation report.

## SENDING IN GIFTS/PAYMENTS

When you collect physical checks made out to Feed My Starving Children (or FMSC), you will need to mail them to your Development Advisor. We will deposit the checks, send a paper receipt in the mail to donors and upload the gifts to add to your FHQ website fundraising total.

## A FEW IMPORTANT NOTES:

- » Be sure to write the MobilePack event number on the memo line of each check.
- » Include a list of all donations, amounts and person or team to be credited along with your checks. Donations will be allocated to the appropriate teams once uploaded to your FHQ website – unspecified donations will go to your event in general.
- » If you send in a single check to cover multiple donations, the donation amount cannot be separated into multiple teams or personal goals in FHQ. If you need donations to be applied separately to different FHQ teams, please send in separate checks to apply to each team.
- » It may take a couple weeks for processing before donations show up online.

If you need to re-allocate general event donations to a particular team or individual, please contact your Development Advisor.



AS SOON AS POSSIBLE AFTER YOUR EVENT

## Send additional donations received to FMSC

You can give checks made out to Feed My Starving Children or FMSC to the Event Supervisor while they are still at your event (please make arrangements to bring cash and coin to a bank for processing and send FMSC a check to cover the total). If you receive additional checks after the event, send them to FMSC right away so they are reflected on your final invoice.

## Make a final fundraising request

If you have not met your fundraising goal, it's not too late! You can go back to your donors and volunteers and ask for further support, or you can put on a final fundraising event or two. Use people's enthusiasm for their recent packing experience as a springboard to bring in those final donations.



## Fundraising team notes

Task	Due date	✓
Fundraising plan submitted to FMSC		
FHQ video viewed		
FHQ site reviewed/shared		
First invoice		
Second invoice		
Third invoice		

### Additional notes: