



CHEFS CYCLE 2017 FUNDRAISING TOOLKIT

All the resources you need to reach your goal to raise \$7,500 and provide 75,000 meals to hungry children in America

Contact Adele Nelson at anelson@strength.org or (202) 594-3595 for more information about any of these resources.



YOU'VE REGISTERED FOR CHEFS CYCLE...NOW WHAT?

First of all, THANK YOU!

We're excited to have all our riders join us on this journey through Santa Rosa in May and, together, reach our goal of raising \$2 million to help feed hungry children in America.

This Fundraising Toolkit will help you reach your individual fundraising goal of \$7,500.

This is just the beginning, and as you come up with your own great ideas, please share it with us and your fellow riders!



EQUIVALENCIES

Use these to show your supporters the impact of their contributions.

\$5,000 can help a school launch an in-classroom breakfast program, ensuring that every child starts the day ready to learn.

\$2,500 can cover the cost of a refrigerator or freezer for an afterschool or summer meals program, meaning more kids can be served meals during out of school time.

\$1,000 can fund a community-wide outreach program to inform up to 10,000 families about free summer meals available for their children.

\$500 can support the cost of recreational equipment and programs to attract kids to afterschool meals programs.

\$250 can help supply the curriculum and materials necessary to educate 25 families with the shopping skills they need to make healthy choices for their families.

\$25 can help provide a month's worth of snacks to a child in an afterschool program.

\$1 can feed a child 10 healthy meals.

FUNDRAISING CHANNELS

- PERSONAL OUTREACH
- SOCIAL MEDIA
- EVENTS, DINNERS AND AUCTIONS
- RESTAURANT PROCEEDS
- GROUP TRAINING RIDES
- BOOSTER (T-SHIRT SALES)
- CASE STUDIES / PROVEN TACTICS



PERSONAL OUTREACH

People respond to targeted, personal asks, especially when it's for a cause you are passionate about. Tap into your networks and reach out to friends, families, partners, acquaintances, etc. for a contribution toward your fundraising goal.

We've provided a template, but feel free to tweak it to add your voice. Click the image below to download it via Dropbox.



1000 10TH STREET, SUITE 2000
BIRMINGHAM, AL 35205

TEL: 205-988-4700
FAX: 205-988-0860

NOKIDHUNGRY.ORG

Date

Dear Name/Company,

This June, I'll be biking from Carmel to Santa Barbara, Calif. as part of the 2016 Chefs Cycle for No Kid Hungry ride. I am using my strengths to raise awareness and vital funds to help end childhood hunger in America, and I hope you support me and my ambitious goals by donating to my ride.

Today, nearly 1 in 5 children in America do not know when their next meal will come. That's more than 16 million! But there is hope. We can end childhood hunger.

Funds raised through Chefs Cycle support No Kid Hungry's national and local efforts to end childhood hunger in America. No Kid Hungry is ending childhood hunger today by ensuring that kids start the day with a nutritious breakfast and families learn the skills they need to shop and cook on a budget. When we all work together, we can make sure kids get the healthy food they need.

Now, I am doing my part to end childhood hunger in America and you can, too. Just \$10 can help connect a child to up to 100 healthy meals. My goal is to raise \$7,500, helping thousands of children in need all across the country. Please consider doing your part and donating to my efforts. Visit my page to donate online at: [\[redacted\]](#)

Or you can mail contributions, made payable to Share Our Strength, to:

Share Our Strength
Attn: Alexandra Kong and YOUR NAME HERE
PO Box 759278
Baltimore, MD 21298

You can also follow my journey and learn about more ways to get involved at www.ChefsCycle.org and by following [@ChefsCycle](#). Thank you for your consideration.

Sincerely,

Name

Share Our Strength is a 501(c)(3) private, nonprofit dedicated to ending childhood hunger in America.
Federal Identification Number 52-1367538

NO KID HUNGRY

SOCIAL MEDIA

Here are a few sample messages to use in your social media fundraising efforts. In general, the most effective approach is to personalize your appeals and talk about the specifics of the ride/your training/your commitment.

These should be a good starting point.

- I'm joining 300 chefs on [#ChefsCycle](#) to make [#NoKidHungry](#) a reality in May, but I need your help. Donate here [chefscycle.org](#)
- As a chef, feeding people is what I do. Help me feed hungry kids by donating to my [#ChefsCycle](#) ride for [@NoKidHungry](#) [chefscycle.org](#)
- Every \$1 we raise on [#ChefsCycle](#) for [@NoKidHungry](#) feeds 10 kids. Donate to my ride & help make [#NoKidHungry](#) a reality [chefscycle.org](#)
- I ride. You donate. Together, we end childhood hunger. [#NoKidHungry](#) [#ChefsCycle](#) [chefscycle.org](#) [Image]
- I'm riding my bike to end childhood hunger in May, but you can donate today: [ChefsCycle.org](#) to help make [#NoKidHungry](#) a reality

[#NoKidHungry](#)

[#ChefsCycle](#)

[@ChefsCycle](#)



EVENTS, DINNERS AND AUCTIONS



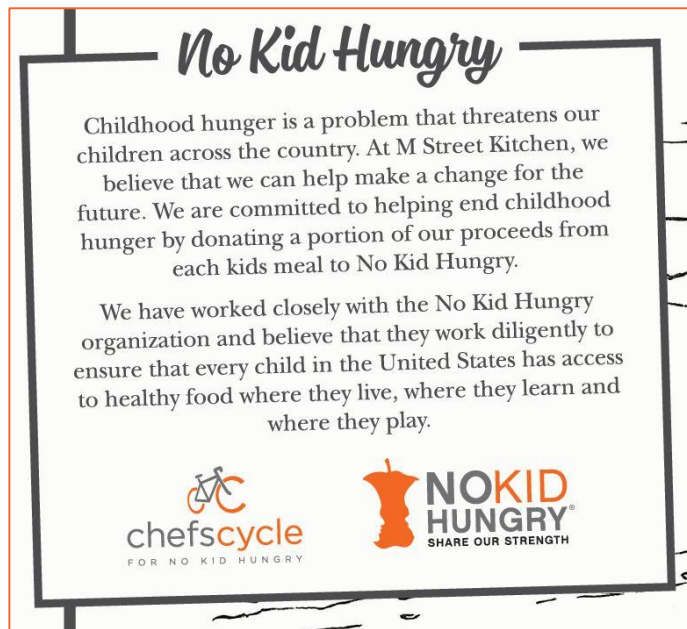
Step 1: Host a fundraising event at your restaurant.

Step 2: Sell tickets to your event and donate the profits to your fundraising goal.

Since you are already having this event, you also might as well auction off a special meal to the highest bidder, too! Depending on your audience and format, you can auction off items ranging from a dinner for two at your restaurant to a dinner party for ten in the winner's home (or more!).

This is the easiest and fastest way to reach your fundraising goal.

RESTAURANT PROCEEDS (menu items or drink specials)



An example of Jeff Mahin's
Kids Menu at M Street Kitchen



Step 1: Work with your restaurant ownership and arrange for a percentage of the cost of an item (ex. desserts, a signature drink, everything on the kids menu) to go toward your fundraising efforts.

Step 2: Add the [Chefs Cycle/No Kid Hungry logo](#) to the menu with language about how much is being donated.

Step 3: Keep track of the donated money and send us a check. We will add it to your fundraising page.

GROUP TRAINING RIDES



- Step 1: Gather local Chefs Cycle riders and go on a training ride. To find other riders, join our [Strava Club](#).
- Step 2: Tweet about the ride and get donations based on the mileage – ex. Ask for \$.25 per mile ridden to be donated to your personal fundraising page.
- Step 3: End the training ride at a local restaurant and arrange in advance for them to donate a portion of the proceeds from that day's meals to Chefs Cycle.

The team at Chefs Cycle will divide the total amount raised equally amongst all of the riders who participated in the training ride.

BOOSTER T-SHIRT SALES

Send out your unique link to the official 2017 Chefs Cycle shirt and get your supporters to rep Chefs Cycle while contributing to your goal!

100% of proceeds from each \$20 t-shirt sales go toward Share Our Strength, bringing you \$10 closer to your goal with each one sold.



**Final shirt designs for 2017 still in the works.

Mary Frances Heck designed her own shirt last year and raised \$820!



BONUS: TASTE OF THE NATION

We have the opportunity to promote Chefs Cycle at some of our culinary events throughout the year. If there's a Taste of the Nation in your city, we may reach out to you to represent the ride and help recruit new riders, raise awareness and fundraise toward your page.



CASE STUDIES/PROVEN TACTICS

101

Traci Des Jardins Cooks In Your Home

Close



ENJOY A MEMORABLE EVENING AT YOUR HOME WITH
JAMES BEARD AWARD WINNING CHEF
TRACI DES JARDINS

Chef Traci Des Jardins will start the evening with a demonstration of one of her favorite dishes. You and your guests will warm up your appetite with some savory canapes. The chef then invites you to sit for a four course dining experience.

[Dinner for 10 guests maximum. Hosted in the buyers home which must be within an 80 mile radius of San Francisco, 94102]. Mutually agreed upon date within one year of auction. Rentals of china, glassware, etc. are needed if host cannot supply. Alcohol can be provided by Traci Des Jardins if necessary. Starting Auction bid at \$5,000.]

Traci Des Jardins auctioned off an in-home dinner for 10, which raised **\$6,500** toward her team's fundraising goal.



Chef Ted Cizma @rcktcchef · Apr 16

Donate \$500 to my [#chefscycle](#) ride and I will come to your house and personally cook you dinner

[nkh.chefscycle.org/supportachef/f ...](#)

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Ted Cizma's campaign resulted in 12 donations of \$500 or more – a total of **\$6,450** - to his fundraising page.

CASE STUDIES/PROVEN TACTICS



Jackson 20 / Hotel Monaco donated proceeds from each “Rufus” sandwich sold to Brian McPherson’s page.

In total, along with a [Go-Go party](#) fundraising event, Brian and Jackson 20 raised \$6,486.



Local chefs bike to end childhood hunger

POSTED 9:03 AM, JUNE 15, 2016, BY [TESS HILL](#), UPDATED AT 09:02AM, JUNE 15, 2016



Kevin Nashan and Gerard Craft appeared on local media to raise awareness in their community.

Together, as “Team STL”, they raised more than \$38,000.

CASE STUDIES/PROVEN TACTICS



Ashley Christensen

June 3 · 🌐

Want to win a Poole's Diner 4-Course Dinner for 4 People w/ Wine Pairings AND fight child hunger in the U.S.?

Happy Friday! Join me in the battle against child hunger in the U.S. by sponsoring me and Team Poole's in Chefs Cycle: a 263 mile, 3-day fundraising bike ride from Carmel to Santa Barbara!

Donate \$25 or more today by 5pm, and we'll enter your name in a drawing to win dinner for 4 at Poole's Diner (winner announced Monday, June 6th, at noon). Shake out those couch cushions, and let's end child hunger in the United States (and get fed, buzzed, and happy at Poole's Diner).

Team Poole's is leading the pack in fundraising, but we need your help to get to our goal of \$75k. Together, we can do this...

Ready? GO!

Ashley Christensen appealed to her social network by raffling off dinners to two of her restaurants. Along with additional, more targeted asks, this led to her status as top fundraiser in 2016's ride - \$75,000 for No Kid Hungry!



No Kid Hungry

I am excited to announce that I will be joining chefs and restaurants across the country on an epic 3-day, 263 mile bike ride to end childhood hunger. The event is called Chef Cycle, and it is hosted by our hard working chefs.

P2P.CHARITYENGINE.NET | BY CHEFS CYCLE '16



Ashley Christensen

June 6 · 🌐

Winner winner, Poole's Diner dinner! Thanks to all who donated to our No Kid Hungry Chefs Cycle ride on Friday! We're just a little bit closer to ending childhood hunger in the US for good. And now, the winner of a dinner for 4 with wine pairing at Poole's Diner is.....



1.3K Views