



COMMUNITY FUNDRAISING TOOLKIT

Meeting Essential Needs with Dignity (MEND) is a hunger relief network in Essex County, NJ. We work to advance health equity and influence systems-level change through collaborative, community-driven, innovative programming.

Our mission is to strengthen the health of our community by increasing access to fresh and healthy food. We do this through two main programs: Pantry Partnerships and MEND on the Move.

By hosting a community fundraiser, you can provide additional resources needed to support the food pantries and community partners- and all those they serve - more regularly and more significantly!

Event Ideas:

- Bake sale
- Garage sale
- "Donate" your Birthday
- Sport tournament
- School events

How to organize your event:

Step 1: Pick a feasible event that interests you

Step 2: Set a fundraising goal and set up a Give Butter page (see next page)

Step 3: Notify MEND about your plan; we would love to help promote your event on our social media

Step 4: Promote your event via social media, email, text message; reach out to all your friends and family

Step 5: Contact MEND when your fundraiser or event is complete for further instruction

Don't forget to:

Thank those who participated in and supported your event!

Take lots of photos! We would love to see (& share) your hard work! Tag us on Instagram (@mend.nj) and Facebook (mendnj).

Email MEND (info@mendnj.org) with questions you have regarding the process; we would love to help set up invites for your event and thank you emails.

How to create a GiveButter fundraising page for MEND:

Step 1: Visit givebutter.com/signup to select your account type. You will select nonprofit.

Step 2: GiveButter will then prompt you to enter the nonprofit's name, you will type Meeting Essential Needs with Dignity (or you can use our EIN: 27-1105051).

Step 3: A sign up page will pop up and you will be able to choose your preferred method of login (email, google, etc.).

Step 4: Once you have made an account or logged in to a previous account, you will have to answer four questions:

How did you find out about Givebutter?

Who will you use Givebutter with?

How will you use Givebutter?

What is your annual online fundraising volume?

Step 5: Select the blue button saying "Go to my dashboard."

Step 6: You will now be able to design your campaign including background colors, a description of your event and its mission. Feel free to use language in MEND's "Fact Sheet" on our website's "About" tab!

Step 7: To send your raised funds directly to MEND's account, you will need to visit the payout tab on the left to link MEND's account (please email info@mendnj.org to complete this step).