



Partners 4 Hope Handbook

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Welcome

We hope you find this guide helpful as you set up your Partners 4 Hope fundraiser!

Before you jump-in, we want to say **thank you!** Your support ensures that NTFB can continue to serve families across our 13 North Texas counties. Together, we can create a healthy, hunger-free North Texas!



About Partners 4 Hope

NTFB's 2nd annual Partners 4 Hope campaign brings the legal community together for a friendly competition to raise funds to feed hungry families across North Texas. Participating firms will receive their own online fundraising page where individuals can make donations and see their firm's progress compared to others.

The Goal

Collectively raise \$100,000, which will provide 300,000 nutritious meals to hungry children, seniors, and families across North Texas (\$1= 3 meals)!

When

The competition will start on March 1st, 2021 and will conclude on March 31st, 2021.

Awards

What's a competition without grand prizes?!

Partners 4 Hope will have two winners, the Overall Champion, the firm who raises the most funds overall, and the Per Capita Champion, the firm who raises the most funds in relation to their size.

The Overall Champion and Per Capita Champion will receive:

- Special feature in D Magazine May 2021 issue including interview with firm representative
- A commemorative engraved award
- An award announcement on NTFB's social media channels
- Special recognition on NTFB's main lobby TV screens for one month
- Firm name and photo of representative receiving award featured on the Partners 4 Hope webpage for one year

A big thank you to our first-ever Media Partner, D Magazine!



Registering your firm

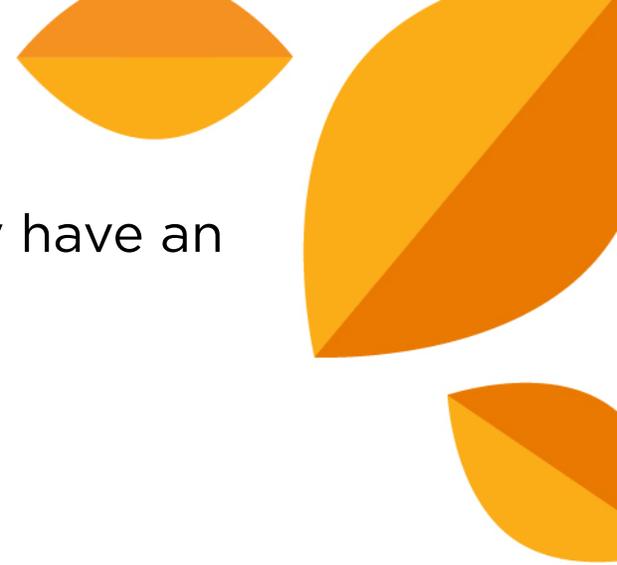
Step 1: To get started visit, <https://p4h2021.causevox.com/>

Step 2: On the homepage, click the “Join The Campaign” button



Registering your firm continued

Step 3: Create an account using your preferred email. If you already have an account, try logging in first.



Registering your firm continued

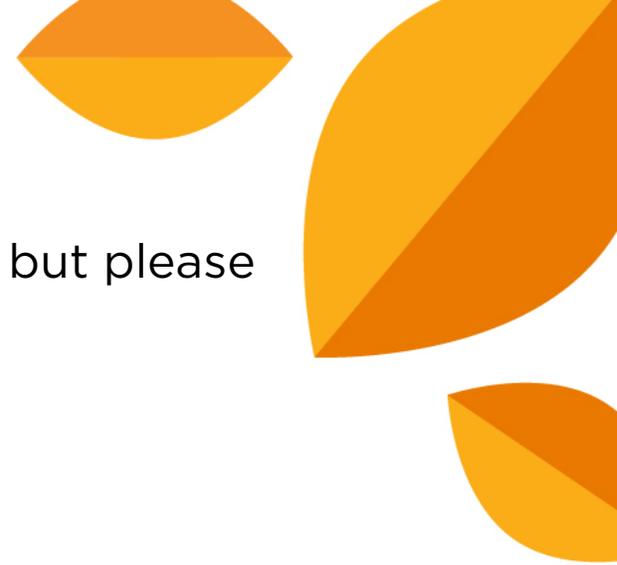
Step 4: Finish your profile by adding your firm's logo, filling in your first and last name and let us know your best estimate of number of staff.

Step 5: Next fill in your Display Name, Page URL and a Fundraising Goal.

Please use your firm's name as the Display Name and Page URL.

Registering your firm continued

Step 6: Write your fundraising appeal. We included verbiage for you to use but please feel free to edit to your voice or add your firm's message.



Registration complete.

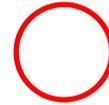
You can begin sharing your page! If you're not quite ready, click "All Done, To The Dashboard" to review or make changes to your page.



How to make edits: Step 1

You can log-in to make edits to our page at any time.

Once you log-in click on your logo at the top right-hand of the browser. This will open your “Dashboard”.



Don't see your logo? Be sure you are logged in first!

How to make edits: Step 2

Once in your dashboard, click “Edit Page” to change pictures, verbiage, and the firm’s goal.



Reviewing donations

You can view who has donated by clicking “View Donations” in your Dashboard. An excel spreadsheet can be downloaded by clicking the “Export” button.



Partners 4 Hope Toolkit

We included tips, an email template and social media guide to help you have a successful campaign!

Tip 1: Start building awareness in advance by using email blasts, social media posts, and other communication tools. Refer to page 15 for NTFB information sheets and resources.

Tip 2: Request a speaker from the Food Bank to inform your office about the issue of hunger.

Tip 3: Consider offering a corporate match to dollars raised. Matches are a great incentive to double impact.

Tip 4: Get creative! Fundraise with a theme or offer fun prizes. Prizes could include, company merch, raffle items, etc.

Tips 5: Be sure to thank and recognize staff for supporting the campaign.

NTFB Resources

To learn more about NTFB and help raise awareness with your office, check out the resources below:

- [FY20 Infographic](#)
- [NTFB Programs](#)
- [NTFB Impact](#)
- [NTFB COVID-19 Response](#)

Partners 4 Hope Toolkit- Email Template

Feel free to customize to the voice of your firm's messaging to make it personal.

Hello,

Hunger can often be a hidden issue, but as we saw throughout 2020, food insecurity is very real, even in our own community. Across the North Texas Food Bank (NTFB) 13-county service area, nearly 900,000 people are food insecure – 1 in 5 people and 1 in 4 children.

With this in mind, **FIRM NAME** is joining other local law firms across North Texas for a friendly competition to raise funds for NTFB in the second annual Partners 4 Hope campaign!

From March 1st through March 31st, we will be raising funds to benefit NTFB. Our help will ensure that local children, families and seniors have access to the nutritious meals they need to thrive.

Follow this link to our campaign page: **DRIVE LINK HERE**

Every **\$1** collected through our fundraiser will provide access to **3 nutritious meals** to hungry North Texans.

As an added bonus to helping others, the two winning firms will be featured in May 2021 issue of D Magazine! Help us knock out the competition and feed our hungry neighbors by donating today!

Thank you,

Partners 4 Hope Toolkit- Social Media Guide

Platforms	Graphic options	Suggested Messaging (you're encouraged to personalize these messages)	Who to Tag?
Facebook & Instagram		<p>Option 1: We're participating in the second annual Partners 4 Hope campaign benefiting the @North Texas Food Bank! We are raising funds that will provide healthy meals to families in need across North Texas! To learn more about the NTFB and their mission, visit ntfb.org!</p>	<p><u>On Facebook</u> Tag @North Texas Food Bank</p> <p><u>On Instagram</u> Tag @NorthTexasFoodBank</p> <p><u>Event Hashtag:</u> #Partners4Hope #NTFB</p>
Twitter		<p>Option 1: We're participating in the second annual Partners 4 Hope campaign to raise funds to benefit the @North Texas Food Bank!</p>	<p><u>On Twitter</u> Tag: @ntfb</p> <p><u>Event Hashtag:</u> #Partners4Hope #NTFB</p>

FAQ

Can donors give anonymously? Yes, when donating, donors can opt to “Hide my name on the recent donors list (amount will still be shown publicly).” This will make the donation anonymous.

How will I know if my donation was submitted online? Once a donation is processed and confirmed, you will be directed to a confirmation pop-up. You will receive an automated receipt via email.

A donor lost or did not receive a receipt. Can they get a new one? Yes, donor receipts can be reissued upon request. Have the donor email ashleyv@ntfb.org to request a new receipt.

How many meals does each dollar provide? Every \$1 donated provides access to 3 nutritious meals!

How can I view a full donation report? Simply head to your Dashboard and click “View Donations”. See page 14.

Can I change my end date? Yes, you can make changes to your end date through your Dashboard. See page 11.

Is there a donation cut-off? Yes, all donations, including cash/check donations, must be submitted by 11:59PM, March 31st. The campaign will close at that time.

FAQ continued

Can I donate via check? Yes, you may drop off donations at our Perot Family Campus, 3677 Mapleshade Lane, Plano, TX 75075 or mail your check with a note indicating the name of your firm to the addressee below (checks should be made payable to the North Texas Food Bank:

North Texas Food Bank

ATTN: Ashley VandenBush

3677 Mapleshade Lane Plano, TX 75075

If someone would like to make a check donation, how we can add their donation towards our total on our fundraising page? To add a check amount to your firms' page, please email Ashley VandenBush at ashleyv@ntfb.org the following:

- Firm name
- Donor Name
- Donation Amount
- Anonymous? Yes or No

How do I get my tax donation receipt? Individuals who donate online will automatically receive a receipt via email. Individuals who donate via check will receive a receipt via mail. All donations are tax-deductible.

Support

Need additional support or have further questions?

Please contact Ashley VandenBush, Corporate Giving Account Manager,
ashleyv@ntfb.org or call 214-572-4108.