

# -Donate- DINNER

TO A HOMEBOUND SENIOR

## PEER-TO-PEER FUNDRAISING TOOLKIT

### CAMPAIGN DETAILS

**CAMPAIGN NAME:**

Donate Dinner

**ORGANIZER:**

Meals on Wheels People

**START DATE:**

October 1

**END DATE:**

November 30

**CAMPAIGN GOAL:**

\$300,000+ to provide meals + connection for older adults this holiday season

**HOW IT WORKS:**

We invite people to “donate dinner” by making a gift. Every dollar supports Meals on Wheels People’s vision that no senior will go hungry or experience social isolation.

**HISTORY:**

Meals on Wheels People has never had a waiting list in its 55 years. Donate Dinner helps keep that promise alive during one of the most difficult times of year for older adults — the holidays.

### Thank you for stepping up as a Donate Dinner fundraiser!

By inviting your friends and family to give, you’re helping Meals on Wheels People deliver not just meals but connection, dignity, and care to thousands of older adults across our community.

This toolkit gives you everything you need to spread the word, make your ask, and celebrate your donors. We’ve included pre-written communications for you to use to make fundraising as easy as pie. Copy, paste, and start fundraising.

### GETTING STARTED

#### Set Your Goal

Setting a goal for your fundraiser is your first step. Pick a number. Maybe \$105 (10 meals), \$315 (1 month of meals), or another meaningful amount.

Once you’ve reached your goal, you can increase it and raise more funds.

#### PRO TIP!

To jumpstart your campaign, be the first one to donate! Showcasing that you’re not only a supporter but also a donor will encourage your network to give.

#### Tell Your Story & Get Ready to Share

Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible.

It’s important to communicate how Meals on Wheels People’s mission has impacted your life in a meaningful way and why you’ve decided to fundraise on our behalf. And don’t hesitate to pull at their heartstrings; people are more likely to give if there’s an emotional connection.

# HOW TO CUSTOMIZE YOUR ASK

People give to people — not campaigns. **Your personal story matters.**

## Steps to Craft Your Ask:

- Start with your “why.” Why does Meals on Wheels People matter to you?
- Did you grow up sharing family dinners?
- Do you care about ensuring older adults aren’t left behind?
- Have you seen loneliness in your own family?
- Keep it simple. Two or three sentences is plenty.
- Make it easy to act. Share your link and remind them gifts of all sizes make a difference.



## What’s the Best Way to Share?

Sharing your fundraising campaign via your Facebook page, Instagram, Tik-Tok, or LinkedIn, in addition to your own personal email list and via text, is at the heart of every campaign. Leveraging these networks is how you’ll meet — and hopefully exceed! — your fundraising goals.

## PRO TIP!

Get personal and select a handful of your closest family and friends to reach out to as you announce your campaign. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the cause.



## How Often Should I Communicate With My Network?

Here are five great opportunities to reach out to your network during your campaign. Think of these as five touchpoints you can use to keep your community engaged.

1. Campaign launch
2. Midway goal
3. Final push
4. Campaign end or goal reached
5. Thank you

# HOW TO SHARE VIA EMAIL

Email is personal and often gets the best results.

## TIPS

- Write like you're talking to one person, even if you send it to a group.
- Keep it short and personal.
- Include your fundraising link in the body and again at the end.

### Sample Emails:

**Subject line:** *Join me in giving back this holiday season*

*Hi [Name],*

*I hope this finds you well. I've got great news! I'm raising funds for Meals on Wheels People through their Donate Dinner campaign. The holidays can be especially tough for older adults who are hungry or isolated. Meals on Wheels People delivers more than a meal. We're a friendly face, a safety check, and the reminder: You're not forgotten.*

*This cause means a lot to me, and I'd love your support. I'm committed to helping Meals on Wheels People raise \$300,000, which will help ensure we don't have a waiting list for meals. Every donation, large or small, makes a difference and moves us closer to our fundraising goal.*

*Will you join me by giving to my fundraising page today?*

**[Your fundraising link]**

*Can't donate? No worries. Please consider forwarding this email to your friends and family to get the word out. Thank you for helping keep older adults nourished and cared for this holiday season!*

**[Your Name]**

**Subject line:** *We're halfway there—\$XX more to go!*

*Hi [Name],*

*I've got great news—I'm halfway to reaching my personal fundraising goal of [Goal Amount] raised for Meals on Wheels People's Donate Dinner campaign! Pretty awesome, right?*

*All the money raised will help Meals on Wheels People serve meals and moments of connection to over 9,000 older adults in our community this holiday season.*

*Will you help me move the needle forward with a donation? Visit [Campaign Site Link] today.*

*Thank you!*

**[Your Name]**

**Subject line:** *I'm close to my goal — will you help me reach it?*

*Hi [Name],*

*Believe it or not, I've raised [Amount Raised] for Meals on Wheels People's Donate Dinner campaign, and I'm only [\$\$\$] away from reaching my fundraising goal. If you haven't donated yet, please donate now!*

*If you've already donated, consider one more gift: Share this link [Campaign Site Link] with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.*

*Let's do it!*

**[Your Name]**

### We did it!



**Hi [Name],**

**With your help and support, I raised [\$\$\$] for Meals on Wheels People! I can't thank you enough. Meals on Wheels People will now be able to deliver meals to over 9,000 older adults in our community this holiday season. That's a huge deal. I hope you feel good about your contribution because I sure appreciate it.**

**I hope we can continue to help organizations like Meals on Wheels People reach their fundraising goals. World change happens one person at a time, and I'm happy we were able to make a difference together. Until next time!**

**[Your Name]**

## TIPS

- Keep it under 3 sentences.
- Always include your link.
- Personalize for each person.



Hey [Name]! I'm raising money for Meals on Wheels People's Donate Dinner campaign. They make sure no senior is forgotten during the holidays through meals and moments of connection. Can you chip in here? [LINK]

[Name], I've already raised [\$XX] to help Meals on Wheels People and my goal is almost reached. There's one day left and I need your help. Donate now! [LINK]

## HOW TO SHARE VIA TEXT

Texts are quick, direct, and effective — perfect for close friends and family.



[Name], thank you! I've reached my fundraising goal of [\$XX] for Meals on Wheels People. I'm thrilled we could make a difference together. Look what we did: [LINK]

## HOW TO SHARE ON SOCIAL

Social media is one of the easiest ways to raise money and awareness.

### Sample Posts:

Instead of just giving thanks this year, I'm giving meals. Help me reach my Donate Dinner goal for Meals on Wheels People! \$10.50 provides a nourishing meal + a moment of connection. Donate here: [YOUR LINK]."

Meals on Wheels People has never had a waitlist in 55 years — but only because people like us step up. I'm raising funds for Donate Dinner to keep it that way. Join me: [YOUR LINK].

I've already raised [\$XX] to help Meals on Wheels People reach its fundraising goals! There's only one day left and I need your help. Share/donate now! [YOUR LINK]

We did it! Thank you all who helped me reach my fundraising goal of [\$XX] for Meals on Wheels People. World change happens one person at a time, so I'm thrilled we were able to make a difference together. Look what we did: [LINK]

## TIPS

- Post with a personal touch. Share your "why."
- Add a photo or video. Your face, a meal photo, or a snapshot volunteering = more engagement.
- Direct people to your personal fundraising page. Instagram captions do not support links, so consider adding your link to your bio!
- Post more than once. Not everyone will see your first post.
- Remember to tag us!



Meals on Wheels People



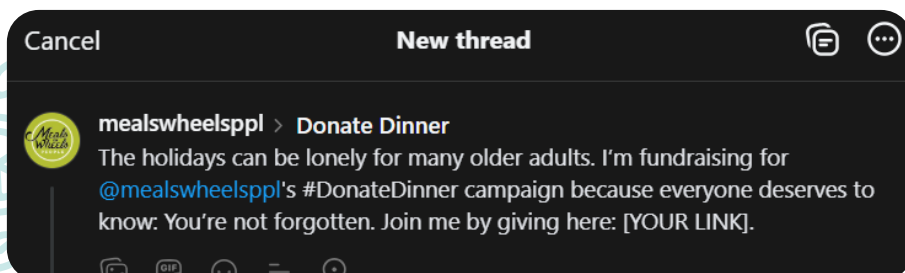
@mealswheelsppi



@mealsonwheelspeople



Meals on Wheels People



# HOW TO THANK YOUR DONORS

A quick, heartfelt thank-you goes a long way.

## Sample Thank-You Messages:

*“Thank you, [name]! Your gift to Donate Dinner helps Meals on Wheels People deliver holiday meals and the message: You’re not forgotten.”*

*“So grateful for your support, [name]. Together, we’re keeping older adults nourished and connected this holiday season.”*

*“Because of you, [name], more neighbors will sit down to a warm meal and feel remembered this holiday. Thank you!”*

*“Dear [Supporter Name],*

*We did it! Thanks to your support, I met my fundraising goal of [\$XX] for Meals on Wheels People. They’re now one step closer to achieving their mission of enriching the lives of seniors and assisting them in maintaining independence by providing nutritious food, human connections, and social support.*

*It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to the power of social fundraising and what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn’t have done it without you.*

*Hope we can make some more fundraising magic in the future. Until then, cheers!*

*[Your Name]”*

## TIPS

- Say thanks ASAP. Text, DM, or email them right after they give.
- Be specific. Mention how their gift helps older adults enjoy dignity and connection.
- Shout them out (if they’re cool with it). Post on social or tag them to inspire others.



## TIPS FOR SUCCESS

**Start early.** Don’t wait until the week of Thanksgiving.

**Don’t be afraid to ask more than once.** Most people need a reminder or two.

**Mix channels.** Use email, text, and social, not just one.

**Keep it positive.** Inspire people with the impact of Meals on Wheels People: 55 years, no waitlist, thousands of seniors nourished each day.

# WHY DONATE DINNER MATTERS

**For many older adults, the holidays are the hardest time of year.**

Instead of joyful gatherings, too many face an empty table, loneliness, and hunger.

That's where Meals on Wheels People steps in. With your help, we can deliver not just a meal, but:

- A knock at the door that says “You’re not forgotten.”
- A friendly smile and safety check that provides peace of mind to seniors and their families.
- A nourishing, holiday meal that brings comfort and dignity.

Meals on Wheels People has been serving older adults in our community for over 55 years. We’ve never had a waiting list — but only because our community continues to step up, especially during Donate Dinner.

This campaign is more than just covering the cost of food. It’s about community, not just charity — turning compassion into action so older adults know they matter.

When you fundraise for Donate Dinner, you are helping:

- Fight hunger among seniors living on limited incomes.
- Provide connection and care to people who may otherwise spend the holidays completely alone.
- Keep Meals on Wheels People strong so we can continue to serve every senior who needs us — with no waitlists, ever.

With your help, we’ll ensure no senior is forgotten this holiday season.

**Thank you so much for taking the time to spread the word about our work and for fundraising on our behalf.**



Every dollar raised moves us closer to fulfilling our mission and helps us continue to make a lasting impact. We appreciate you and look forward to continuing this meaningful partnership for years to come!

## RESOURCES FOR YOU

**MEALS ON WHEELS PEOPLE WEBSITE:**  
[mowp.org](http://mowp.org)

**DONATE DINNER WEBSITE:**  
[donatedinner.org](http://donatedinner.org)

**CAMPAIGN HASHTAGS:**  
[#DonateDinner](https://twitter.com/DonateDinner)  
[#MealsOnWheelsPeople](https://twitter.com/MealsOnWheelsPeople)  
[#MOWP](https://twitter.com/MOWP)

**CONTACT FOR QUESTIONS/HELP:**  
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