



More seats at the table

Your step-by-step guide to peer-to-peer fundraising for Oregon Food Bank

Oregon Food Bank's mission is to eliminate hunger and its root causes.

We envision resilient communities throughout Oregon and Southwest Washington that never go hungry.

We cannot eliminate hunger without eliminating the root causes of hunger. That's why we work across systems to achieve our mission, and why we center racial and social justice in everything we do.

To learn more about our mission and vision visit [Oregon Food Bank About Us page](#).



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Let's talk, as peers, **about peer-to-peer fundraising, aka P2P!**

Does that make this a P2P2P2P conversation??

P2P is a powerful tool. It's a fun, meaningful way to support your community, bring people together and take action against hunger — on your own terms! It's a way to make a difference with your family and friends, share your own story and much more.

Most importantly, you'll introduce Oregon Food Bank to people who don't know about us yet. And we need everyone in order to end hunger for good.

With a P2P fundraiser, you can keep it simple with shares on social media, or go big by creating your own fundraising plans, hosting events and coordinating all the details. Either way, you won't be doing it alone. Oregon Food Bank is here to provide tools, tips and a fundraising platform to support your efforts every step of the way.



Creating your own P2P fundraiser

Oregon Food Bank's online P2P fundraising platform makes it easy — helping you get started, set up your profile and rally support from your family, friends and community!

Here's how to create your fundraising page:



Bring your fundraiser to life

Your fundraising page lives online, but that doesn't mean it has to stay there. There are so many ways to bring the impact of what you're doing to life with your friends and family! Plus you can organize your fundraiser around events or activities you're already doing.



Check out some engagement ideas below.



Birthdays, anniversaries, holidays, weddings, etc.

Host a party or event to encourage your friends and family to support Oregon Food Bank, and share why you do.

If presents would typically be involved, consider asking your loved ones to give to your fundraiser instead.



Tributes

Organizing an event to honor or remember someone special? Were they passionate about ending hunger? Consider rallying their loved ones to donate in their honor or memory.



Host a party

Don't want to wait for your next birthday? No problem! It's never a bad time to have fun with your besties while making an impact in your community.

Host a dinner and an activity, or perhaps a documentary that helps everyone learn more about the root causes of hunger.

Host a concert or art exhibition where the admission charge is to donate to your fundraiser.



Challenge event

Consider a run, walk or other challenge event. For example, invite your friends and family to pledge funds for miles traveled.

Consider other activities such as an epic road trip or anything, where your friends can pledge, give and cheer you on as you reach certain goals.



Workplace team activity

Collaborate with your colleagues to raise money while celebrating a holiday or some other important event. Depending on how your team likes to work, you can even make it a competition.



Tips for bringing your fundraiser from online to the real world:

- Share the time, date and details of your event early.
- Create a QR code that links to your page and print it on flyers so folks can easily scan and donate.
- Share photos with your friends on social media to keep spreading the word! Tag @OregonFoodBank!

Spread the word

Now that you've set up your fundraiser, the next step is to shout it from the rooftops!

What you are doing is so important and so appreciated. We hope the following resources help you tell your story of why you support Oregon Food Bank. Whether you're sticking to digital storytelling or bringing it in-person, you can apply these general talking points for use in conversations, social media posts, emails... Anything really! Plus there is a social media guide and some sample language to get you started.

Thank you for using your voice to spread the true story of hunger, and change our community for the better.

General talking points about Oregon Food Bank and hunger in our community

- Currently 1 in 6 Oregonians and 1 in 5 children go to bed hungry — it touches every corner of the state from downtown Portland to rural Ontario, and everywhere in between.
- In Oregon, we can feed people who need help today, but if we don't fix bigger problems like the high cost of housing and healthcare, people will still go hungry tomorrow.
- Oregon Food Bank serves all of Oregon and Southwest Washington through its Network of 21 Regional Food Banks and more than 1,200 food assistance sites.
- In just two years, visits to the Oregon Food Bank Network rose 51%, reaching a record 2.9 million visits last year. The rising costs of food, rent, and housing continue to put pressure on families across Oregon and Southwest Washington.
- The Oregon Food Bank Network distributed over 98 million meals last year. Together, we sourced and distributed 117 million pounds of food, prioritizing fresh produce, dairy, protein and pantry staples. Many locations are shopping-style markets that allow families to select food that matches cultural and dietary needs.
- Having enough food at home gives every child the opportunity to succeed in school. And when kids do well, it strengthens families, communities and the economy.
- Hunger is not a personal choice — it can be harder to afford food because of things that are out of our control, like where we were born. That's why we advocate for policies that help people and communities thrive while creating a hunger-free, just future for all of us.

[You can read more and see the most up to date info on our Oregon Hunger Facts page.](#)



Spread the word

Sharing on social media

Oregon Food Bank content is a great place to start to share stories of the work and the community you support through your fundraiser.

- **Social Media Accounts:** @oregonfoodbank
- [Instagram](#), [Facebook](#), [LinkedIn](#), [TikTok](#)
- [Oregon Food Bank Blog](#) – this is a great resource covering timely hunger updates, personal stories from around Oregon, insights into advocacy work and more.
- **Social Post Template:** if helpful, you can start with [this design](#) and customize it for your own social media posts.
- **Public photo library**
- **Video Content:** [YouTube](#) and [Vimeo](#)

Other information to share with your fundraiser

There are so many ways for people to engage. A donation to your fundraiser is just one of them! Here are a few other ideas you can ask of your community that don't involve asking for money.

- Follow @oregonfoodbank on [Instagram](#), [Facebook](#), [LinkedIn](#), [TikTok](#), [YouTube](#) and [Vimeo](#) and spread our mission by sharing posts.
- Share links to [Food Finder](#) (available in 19 languages!) to help people find free food in their neighborhood.
- Sign up for [Action Alerts](#) and take advocacy actions as they hit your inbox.
- Sign up to [volunteer](#) with Oregon Food Bank!

Fundraising agreements

When you use Oregon Food Bank's name, logo and materials in a P2P fundraiser, you agree to abide by the following requirements. P2P fundraisers that do not follow these guidelines will be removed.

- Credit photos to Oregon Food Bank
- Refrain from any graphic, obscene, explicit or racist messaging, nor do we allow messaging seen as abusive, hateful or intended to defame anyone or any organization.
- Please note that we cannot approve or allow fundraisers with messages that go against our mission and vision. *We will remove fundraisers that do so.*
- If you have questions about anything you'd like to post, please reach out to the communications team. You can reach us at comms@oregonfoodbank.org.
- Have fun and be authentic!



Frequently asked questions

We know there may be a few things this resource packet didn't cover. Here are some answers to frequently asked questions.

Q: Will I get a charitable gift receipt for tax purposes? Will all my supporters?

A: Yes! For any donation made to Oregon Food Bank, the donor (person or company) will receive a charitable gift receipt. Donations made through the P2P platform, GiveGab, will receive an emailed receipt automatically. If you ever need a copy of your receipt, you can reach out to donorrelations@oregonfoodbank.org.

Q: Can I get my donations matched?

A: We hope so! Many employers will match their employees' donations to help the good go further. You can see if your employer matches, and the process to do so, [on our matching.gift page](#).

Q: Where do the donations go?

A: Every dollar you raise through your P2P page supports the mission of Oregon Food Bank. This means that it goes where it is needed most urgently, which could be: purchasing gas for our trucks that drive across the state every week; buying meat, which is more difficult to receive donated; providing transportation for a single mom to get to Salem to advocate for better policies, and more. Everything we do is fueled by our community of supporters—folks like you!

Q: I'm having trouble with creating my P2P page or the platform. Can someone help troubleshoot?

A: Definitely. [Fill out this form](#) and we'll help you out!

Q: I have an online P2P page but a friend wants to donate by cash or check. Can it count towards my page?

A: Yes! You can mail cash or a check donation to the address below. If you'd like it to count towards a specific P2P page, please include a note with your donation that includes your name and contact information for a tax receipt, and the P2P page or fundraiser you'd like it to count towards.

Mailing address:

Oregon Food Bank
7900 NE 33rd Drive
Portland, OR 97211

Q: I'm having an in-person aspect of my fundraiser. Can someone from Oregon Food Bank come speak about the work?

A: We cannot usually send a staff member from Oregon Food Bank to attend or present at your event, though there may be exceptions and you're always welcome to ask. We also can't notify or recruit media, or market your event or P2P. But tag us on social media and we always do our best to share!

Q: What if someone makes a check out to me?

A: We cannot deposit checks made out to you or any entity other than Oregon Food Bank. Please make sure your donors know this if they are donating by check.

Big thanks from all of us at Oregon Food Bank — and from our awesome network of partners, volunteers, advocates and allies!

P2P fundraising is such a cool way to spread the word, bring more folks into the movement and make sure everyone plays a role in building a future without hunger.

We're so grateful you're jumping in and showing up in this way — especially now, when it really counts. **Let's keep the momentum going and bring more people to the table!**



Together we can end hunger
and its root causes for good.



[Contact us](#)

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