

At SAFE, breaking bread opens the door to hope. Food leads to connection, partnership, and a sustainable path forward.

Churches are vital partners in SAFE's peer-to-peer sustainer fundraising because they are trusted pillars of the community, rooted in both faith and service. Congregations understand the call to feed the hungry and care for neighbors in need, making them natural advocates for ongoing monthly giving. When church leaders and members champion the Sustainer Program, they lend moral authority and heartfelt testimony that inspires others to act. Churches also bring together diverse groups of people, families, youth, seniors, and ministry teams, who can each amplify the message through their networks. By participating, churches not only help provide steady meals but also extend SAFE's reach into the community with a message of dignity, compassion, and hope. Their involvement transforms the campaign from fundraising into a shared mission of faith in action.

About us:

SAFE has been meeting people through food assistance, in Alamance County, for over a decade, making sure no one goes hungry today. But food is just the first step. From there, we build partnerships and connect individuals and families to resources like healthcare and educational services. Our ultimate goal is to walk alongside people on their journey toward stability and a sustainable life for the long term.

Why do we start with food assistance?:

Receiving food assistance is often the best way to help someone who is struggling financially because it addresses one of the most urgent and unavoidable needs, eating, while freeing up limited resources for other essentials.

Here's why it matters so much:

- Immediate relief from hunger: Food is a daily, non-negotiable need. When someone doesn't know where their next meal is coming from, it's hard to focus on anything else. Food assistance provides stability right away.
- Protects health and well-being: Nutritious meals prevent the physical decline, stress, and illness that come from skipping meals or relying on cheap, unhealthy food. This is especially critical for children, seniors, and people with health conditions.
- Reduces financial pressure: By covering food costs, families can redirect their limited income toward rent, utilities, transportation, medication, or childcare, preventing deeper crises like eviction or job loss.
- Restores dignity and hope: Knowing that food is available eases shame and anxiety, allowing people to focus on long-term solutions rather than daily survival.
- Opens the door to other resources: Once basic needs are met, people are more likely to engage with wraparound support like healthcare and educational services that can create lasting change.

In short: food assistance doesn't just fill plates, it stabilizes lives. It's the foundation that allows people to breathe, regroup, and start building toward financial independence.

What is a Sustainer Program:

A **Sustainer Program** is SAFE's monthly giving program. It allows supporters to make automatic, recurring donations that provide consistent, reliable funding throughout the year.

Why it's important to SAFE:

Monthly gifts from sustainers help SAFE:

- **Plan ahead** and respond quickly to food insecurity.
- **Maintain stable services** regardless of seasonal giving trends.
- **Ensure year-round nourishment** for families in need.

Even a small monthly gift adds up to a big impact—like feeding a family every month. Sustainership turns one-time generosity into lasting support.

Supporting a **peer-to-peer sustainer campaign** is often more valuable than a one-time donation or volunteer shift because it creates **long-term, multiplied impact**.

When someone contributes once, they provide important but temporary help, perhaps serving meals or stocking shelves for a day. That contribution matters, but its effect ends when the shift is over.

By contrast, recruiting monthly sustainers through a peer-to-peer campaign means building a **steady stream of reliable funding** that SAFE can count on every single month. That funding allows SAFE to:

- **Plan ahead with stability**, knowing resources are there year-round.
- **Feed more people consistently**, not just during special events or holidays.
- **Expand services beyond food**, offering housing support, counseling, and job readiness programs.
- **Multiply your impact**—because every sustainer recruited continues giving month after month, long after the campaign ends.

In short: volunteering once meets an immediate need, but helping to grow the Sustainer Program ensures that SAFE can meet needs **every day, every month, all year long**.

One-Time Contribution vs. Peer-to-Peer Sustainer Campaign

One-Time Contribution

Provides help for a day (e.g., serving meals, sorting donations).

Meets immediate needs at the moment.

Impact ends when the shift is over.

Personal effort helps a few families for one day.

Great introduction to SAFE's mission.

Peer-to-Peer Sustainer Campaign

Provides reliable funding that fuels hunger relief year-round.

Builds long-term stability for food, housing, and wraparound services.

Impact multiplies every month as sustainers continue giving.

Each sustainer recruited supports entire families every month.

Creates lasting partnership and deeper community transformation.

Key Message:

Volunteering and a one time donation is valuable, but peer-to-peer sustainer campaigns create **greater, lasting impact** by ensuring SAFE has the resources to serve families every single day.

Here are peer-to-peer fundraising campaign ideas tailored for **local churches**, to promote SAFE's Sustainer Program:

Campaign Theme: “Faith in Action: Feed the Future”

Core Message:

Join with fellow churches to put faith into action this Hunger Action Month. Encourage your congregation to become monthly sustainers with SAFE and provide lasting nourishment for neighbors in need.

Campaign Ideas

1. Church-to-Church Challenge: “Multiply the Loaves”

- **Overview:** Invite congregations to a friendly challenge to recruit the most monthly sustainers.
 - **Structure:**
 - Each church gets a unique fundraising page.
 - Promote via bulletins, sermons, and social media.
 - Use scripture-inspired messaging (e.g., “Feed My Sheep” – John 21:17).
 - **Recognition:** Top church receives a feature in SAFE’s newsletter, a “Compassion in Action” certificate, and a volunteer opportunity for their congregation.
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2. “Second Offering for Sustainers” Sundays

- **Overview:** Designate one or more Sundays to collect or encourage monthly sustainer commitments.
- **How:** Distribute flyers with QR codes in bulletins or pews; include a short appeal from the pulpit or during announcements.

- **Optional Hook:** Match the first month of sustainers from a designated church fund or anonymous donor.
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3. “Prayer & Provision Week” (Sept. 15–22)

- **Overview:** Host a focused week of prayer, fasting, and action for food-insecure families.
 - **Engagement Ideas:**
 - Daily email devotionals + sustainer ask.
 - Wednesday prayer service with SAFE testimony or video.
 - Sunday potluck where every table includes a sustainer card.
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4. Youth & Ministry Team Challenge: “Disciples for Daily Bread”

- **Overview:** Empower youth groups, small groups, or ministry teams to lead mini peer-to-peer efforts.
 - **Tools:** Each team gets their own link and poster; teams compete to gain the most sustainers.
 - **Incentives:** Recognition during a service, group lunch with SAFE team, or custom SAFE t-shirts.
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5. Testimony Drive: “Why I Give Monthly”

- **Overview:** Encourage members to record or write short testimonies about why they became sustainers.
- **Amplification:** Share in services, church emails, or on social media. Tag SAFE for cross-promotion.
- **Impact:** Personal stories boost trust and motivation—especially from church leaders.

SAFE Hunger Action Toolkit: Church-to-Church Challenge – Multiply the Loaves

Campaign Name: Multiply the Loaves – Church-to-Church Challenge

Purpose: Engage local churches in a peer-to-peer competition to recruit monthly sustainers who will provide year-round hunger relief through SAFE.

Campaign Overview

SAFE invites churches to turn faith into action. Through the "Multiply the Loaves" challenge, congregations will compete to recruit the most new monthly sustainers.

Challenge Duration: Three weeks

Goal: Inspire 5+ churches to recruit 100+ new monthly sustainers.

Church Goal: Recruit the highest number of sustainers through your custom fundraising link.

How It Works

1. **SAFE creates a custom fundraising page** for your church.
 2. Your church promotes the campaign to the congregation and community.
 3. SAFE maintains a **live leaderboard** with church rankings.
 4. The church with the most sustainers is honored as a "Faith in Action Champion."
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Church Toolkit Includes:

- **Custom Fundraising Page** – Branded with your church's name/logo.
- **Bulletin Inserts** – With QR codes and key messages.
- **Announcement Scripts** – For pastors or lay leaders.
- **Sermon Tie-Ins** – Scripture suggestions and hunger facts.
- **Social Media Graphics** – Weekly shareable posts and images.

- **Flyers & Posters** – For church lobbies, welcome desks, and small group spaces.
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Promotion Strategies for Churches

Sunday Services:

- Kick off the campaign with a short message and call to action.
- Use bulletin inserts and pew cards with QR codes linking to the donation page.

Small Groups & Ministries:

- Encourage friendly competition among youth, missions, or men's/women's groups.
- Share updates weekly to celebrate progress.

Online Engagement:

- Post once a week during the challenge.
 - Use hashtags: #MultiplyTheLoaves #FaithInAction #HungerActionMonth
 - Tag SAFE to increase engagement and cross-promotion.
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Key Messaging for Congregations

- "\$30/month feeds a family. Your faith can provide daily bread."
 - "Join [Church Name] in this sacred call to nourish our neighbors."
 - "Every monthly gift multiplies our impact—just like the loaves and fishes."
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Recognition for Top Churches

- **Faith in Action Champion Plaque**
 - **Spotlight in SAFE's newsletter and website**
 - **Volunteer Day at SAFE for your church members**
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Next Steps for Churches

1. Confirm participation and submit your church logo.
 2. Designate a campaign contact or team.
 3. Launch your campaign.
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Need Support?

Contact Kim Traverse at kim@safealamance.org for materials, coaching, or support.

Together, we can multiply hope and healing. Thank you for putting your faith into action!

SAFE Hunger Action Toolkit: “Second Offering for Sustainers” Sundays

Campaign Name: Second Offering for Sustainers

Purpose: Mobilize churches to dedicate one or more Sundays to invite congregants to become monthly donors (Sustainers) for SAFE's hunger relief programs.

Campaign Overview

Throughout Hunger Action Month, SAFE invites churches to hold a special second offering during Sunday services. This “Second Offering for Sustainers” is not about giving once—but encouraging members to commit to monthly support that sustains families in need throughout the year.

Recommended Dates: Any Sunday(s)

Goal: Enroll new monthly donors who provide reliable, ongoing support.

How It Works

1. **Choose one or more Sundays** to promote sustainer giving.
 2. During the service, invite members to scan a QR code or complete a sustainer pledge form.
 3. SAFE provides materials and tracking so your church gets credit and recognition.
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Church Toolkit Includes:

- **Bulletin Inserts** – With QR codes and giving prompts.
- **Announcement Scripts** – 30- to 60-second statements for pastors or lay leaders.
- **Pew Cards or Offering Envelopes** – Customizable with sustainer ask.
- **Digital Graphics** – Slides and images for in-service projection.
- **Post-Service Follow-Up Templates** – Email/text scripts to encourage follow-through.

Promotion Strategies

In-Service:

- Feature a short testimony or SAFE impact story before the second offering.
- Use a dedicated offering basket or envelope labeled “Monthly Giving.”

Online Church Communities:

- Share the sustainer link on your church's app, website, and livestream.
- Post reminders and results in church newsletters or social feeds.

Matching Incentive (Optional):

- Consider matching the first month of sustainer donations through a missions or outreach budget.
- Encourage an anonymous donor to offer a match challenge to the congregation.

Key Messaging

- "Today, our second offering plants seeds of nourishment. Become a monthly sustainer with SAFE."
- "\$30/month feeds a family. Your ongoing gift answers a daily prayer."
- "Let's give not just once, but every month—to be the hands and feet of Christ."

Recognition for Churches

- **Thank-you Certificate** from SAFE for participating churches.

- **Spotlight in SAFE's digital media** (with permission).
 - **Church Impact Report** – Showing how many families are fed through your sustainers.
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Next Steps

1. Select your Sunday(s) for the Second Offering.
 2. Request your toolkit and custom giving QR code from SAFE.
 3. Announce the offering date and prepare materials for your service.
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Need Help?

Contact Kim Traverse at kim@safealamance.org for materials, coaching, or support.

Your congregation's faith can become someone's daily bread. Thank you for giving monthly—and giving with heart.

SAFE Hunger Action Toolkit: “Prayer & Provision Week”

Campaign Name: Prayer & Provision Week

Purpose: Engage churches in a week of intentional prayer, fasting, education, and sustainer fundraising in support of SAFE's hunger relief mission.

Campaign Overview

From September 15–22, SAFE invites churches to observe “Prayer & Provision Week”—a spiritually grounded opportunity to reflect on food insecurity and act with compassion. Each day of the week blends prayerful engagement with a call to become a monthly sustainer who provides ongoing nourishment for families in need.

Duration: September 15–22

Goal: Encourage spiritual reflection and sign up new monthly donors.

Focus: Align scripture, prayer, and monthly giving for impact.

How It Works

1. Your church commits to participating in the week-long campaign.
 2. SAFE provides daily devotionals, reflection guides, and sustainer appeals.
 3. Congregants are invited to respond with prayer, fasting, and monthly giving.
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Church Toolkit Includes:

- **Daily Email/Print Devotionals** – With scripture, prayer, and hunger-related reflections.
- **Prayer Service Guide** – Outline for a midweek gathering.
- **Sunday Bulletin Insert**
- **Social Media Templates** – Daily posts and graphics.
- **Table Cards and QR Flyers** – For events, potlucks, or common spaces.

- **Sermon Starters** – Scripture suggestions for teaching about justice and provision.
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Suggested Weekly Activities

- **Week 1 (Sunday):** Launch with a hunger-focused sermon and bulletin insert.
 - **Week 1 (Mon–Sat):** Share daily devotionals with an invitation to become a sustainer.
 - **Week 1 (Wednesday):** Host a prayer and testimony night—include a SAFE speaker or client story.
 - **Week 2 (Sunday):** Celebrate collective impact and invite final sustainer sign-ups.
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Key Messaging for the Week

- "Give us this day our daily bread—become a sustainer for a family in need."
 - "Prayer and provision go hand in hand—your monthly gift feeds hungry neighbors."
 - "Faith takes action. Join our church in this week of reflection and response."
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Recognition for Participating Churches

- **Prayer & Provision Partner Certificate**
 - **Thank-you video from SAFE**
 - **Summary Report** – Showing your church's collective impact
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Next Steps for Churches

1. Confirm your participation with SAFE.

2. Provide contact info for your campaign lead.
3. Distribute devotionals and materials starting Sept. 15.

Need Support?

Contact Kim Traverse at kim@safealamance.org for materials, coaching, or support.

Thank you for joining us in prayer and provision. Together, we can feed both body and spirit.

SAFE Hunger Action Toolkit: Youth & Ministry Team Challenge – “Disciples for Daily Bread”

Campaign Name: Disciples for Daily Bread – Youth & Ministry Team Challenge

Purpose: Mobilize church youth groups, small groups, and ministry teams to lead peer-to-peer fundraising efforts for SAFE’s Sustainer Program.

Campaign Overview

SAFE invites youth and ministry teams to step into leadership by becoming “Disciples for Daily Bread”—ambassadors who inspire their networks to become monthly donors. This campaign gives younger and mission-focused members a meaningful role in fighting hunger through sustained action.

Challenge Duration: one month

Goal: Recruit 100+ new monthly sustainers through team-led outreach.

Team Goal: Each group recruits as many sustainers as possible through its custom link.

How It Works

1. Your church identifies youth groups, Bible studies, or ministry teams to join the challenge.
 2. SAFE creates a **custom fundraising page** for each team.
 3. Teams promote sustainer sign-ups to friends, family, and congregation members.
 4. SAFE tracks impact and recognizes top teams.
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Church Toolkit Includes:

- **Custom Team Fundraising Pages** – With team name, logo/photo, and progress tracker.
- **Peer Outreach Templates** – Texts, emails, and social captions for team members.
- **Team Progress Posters** – For displaying updates in church hallways or classrooms.

- **“Why I Give” Testimony Cards** – For youth to share personal reflections.
 - **Digital Graphics** – For group chats, Instagram, and Facebook.
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Promotion Strategies for Teams

Kickoff Event:

- Host a youth rally, pizza night, or mission meeting to launch the challenge.
- Provide short training on peer-to-peer fundraising.

Weekly Check-Ins:

- Share leaderboards during services or youth nights.
- Encourage group members to send weekly invites or social shares.

Creative Engagement Ideas:

- Create a friendly rivalry between age groups or ministries.
 - Offer a prize for the group with the most sustainers (e.g., pizza party, retreat credit).
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Key Messaging for Teams

- "Be a disciple for daily bread—help feed families all year long."
 - "\$30/month = food security for a family. Help us multiply impact."
 - "Our group is raising monthly support to end hunger—join us!"
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Recognition for Teams

- **SAFE Certificate of Impact**
 - **Social media spotlight for top teams**
 - **Visit or shoutout from SAFE staff during youth group or service**
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Next Steps for Churches

1. Choose and register teams with SAFE.
 2. Provide team contact names and photos/logos for campaign pages.
 3. Launch the challenge by early September and track progress through the month.
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Need Support?

Contact Kim Traverse at kim@safealamance.org for materials, coaching, or support.

Thanks for empowering the next generation to lead with purpose and compassion.

SAFE Hunger Action Toolkit: Testimony Drive – “Why I Give Monthly”

Campaign Name: Why I Give Monthly – Testimony Drive

Purpose: Use personal stories from donors to inspire others to become monthly sustainers during Hunger Action Month.

Campaign Overview

Stories move people to action. SAFE invites churches and individuals to share their personal testimonies about why they give monthly. These heartfelt reflections become powerful tools to inspire others to join the Sustainer Program.

Campaign Duration: one month

Goal: Collect and share 10+ testimonies and convert inspired donors into sustainers.

How It Works

1. SAFE invites current monthly donors and supporters to share their giving stories.
 2. Churches and supporters collect testimonies through video, written quotes, or short interviews.
 3. Testimonies are shared via church bulletins, social media, and SAFE's campaign channels.
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Testimony Toolkit Includes:

- **Story Prompt Guide** – Suggested questions for written or video testimonials.
- **Submission Form Template** – For collecting stories digitally or in print.
- **Permission & Media Release Form** – Ensures SAFE can publish stories.
- **Testimony Slides and Graphics** – For in-service sharing or social posts.
- **Sample Scripts and Examples** – To help people articulate their "why."

Promotion Strategies

At Church:

- Invite a sustainer to speak briefly during service.
- Include a “Why I Give Monthly” quote in the weekly bulletin.
- Set up a testimony station after church with a phone tripod or notecards.

Online:

- Post video or written testimonies once or twice weekly.
- Encourage members to record selfie-style videos and tag SAFE.
- Use the hashtags: #WhyIGiveMonthly #HungerActionMonth #GiveWithHeart

Creative Amplification Ideas:

- Create a testimony wall in your church foyer or website.
- Host a virtual “Story Share Night” with testimonies and SAFE updates.

Key Messaging

- "I give monthly because no one should go to bed hungry."
- "My faith moves me to give monthly—it's a small habit that creates lasting change."
- "Monthly giving is how I love my neighbor every day."

Recognition for Participants

- **SAFE Storyteller Thank-You Email**
 - **Spotlight in SAFE's newsletter and social media**
 - **Invitation to a future donor appreciation event**
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Next Steps for Churches

1. Invite sustainers to share why they give.
 2. Use the tools provided to collect, curate, and share stories.
 3. Send submissions and permissions to SAFE.
 4. Share across your church channels.
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Need Support?

Contact Kim Traverse at kim@safealamance.org for materials, coaching, or support.

Thank you for lifting your voice—and encouraging others to give with heart.