

SAFE provides food today and stability tomorrow, partnering with us means empowering families to build sustainable lives.

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 volunteer shift because it creates **long-term, multiplied impact**.

When someone volunteers 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 Volunteering vs. Peer-to-Peer Sustainer Campaign

One-Time Volunteering

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

Meets immediate needs in the moment.

Impact ends when the shift is over.

Personal effort helps a few families that 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 is valuable, but peer-to-peer sustainer campaigns create **greater, lasting impact** by ensuring SAFE has the resources to serve families every single day.

SAFE Hunger Action Month Peer-to-Peer Fundraising Toolkit

Overview

Welcome to SAFE's peer-to-peer sustainer campaign toolkit! We invite local businesses to rally their networks and raise crucial, sustaining support for families facing food insecurity. By promoting SAFE's Sustainer Program, your business can help build long-term solutions and ongoing nourishment for the community. Included are resources for three customizable campaigns that we can tailor to your business.

Here are the 3 toolkits we offer, but if you're feeling creative, you can design your own campaign!

CAMPAIGN 1: 30 Days of Impact - Business Challenge

CAMPAIGN 2 : Sponsor a Sustainer - Matching Gift Challenge

CAMPAIGN 3: Staff Ambassador Competition - Hunger Champions

CAMPAIGN 1: 30 Days of Impact - Business Challenge Summary

Campaign Description:

Participate in a friendly fundraising challenge. Compete with fellow businesses or departments within your business to sign up the most new monthly sustainers.

How It Works:

- SAFE provides a unique fundraising page for your business.
- You share your page with your staff, customers, and networks.
- SAFE tracks sign-ups and updates a public leaderboard.

Business Toolkit Includes:

- Custom fundraising page with your logo.
- Weekly social media templates.
- Printable and digital signage (e.g., "We're Fighting Hunger This Month!").
- Sample emails and texts to share with your network.

Recognition for Top Performers:

- "Hunger Hero" window decal.
- Spotlight on SAFE's website, newsletter, and social channels.
- A table at SAFE's Donor Recognition Dinner in November

Key Message to Share:

"\$30 a month helps feed a family year-round. Become a sustainer today and help us win SAFE's Hunger Hero title!"

CAMPAIGN 2 : Sponsor a Sustainer - Matching Gift Challenge Summary

Campaign Description:

Pledge to match the first month of every new sustainer who signs up through your business' custom page.

How It Works:

- Your business sets a matching gift cap (e.g., up to \$1,000).
- SAFE creates a campaign page for tracking progress.
- You promote the match to double donor impact.

Business Toolkit Includes:

- Matching Challenge promotional graphics.
- Sample language for emails, receipts, and social media.
- Story snippets showing monthly donor impact.
- QR code signage linking to your match campaign.

Recognition:

- Named as a Matching Partner in SAFE's digital campaigns.
- Thank-you video featuring SAFE beneficiaries and your business.

Key Message to Share:

"Double your impact! For every monthly donor you bring in, [Your Business Name] will match their first gift."

CAMPAIGN 3: Staff Ambassador Competition - Hunger Champions Summary

Campaign Description:

Empower your staff to lead the way! Select team members to serve as "Hunger Champions" who promote sustainer sign-ups among peers and customers.

How It Works:

- Ambassadors receive unique fundraising links.
- Each champion promotes through their personal and professional networks.
- SAFE tracks their impact and rewards top performers.

Business Toolkit Includes:

- Ambassador training guide.
- Personal outreach templates.
- Printable cards with donation QR codes.
- Poster for tracking team progress.

Recognition for Ambassadors:

- Certificate and SAFE swag.
- Feature in SAFE's newsletter.
- A table at SAFE's Donor Recognition Dinner in November

Key Message to Share:

"I'm a Hunger Champion! Join me in becoming a monthly sustainer and fight hunger all year long."

Need Support?

SAFE is here to help you make your campaign a success. Contact kim@safealamance.org at kim@safealamance.org for materials, customization, or ideas.

Thank you for helping make Hunger Action Month a powerful force for good!

SAFE Hunger Action Month Toolkit: 30 Days of Impact - Business Challenge

Campaign Name: 30 Days of Impact – Business Challenge

Purpose: Activate local businesses during Hunger Action Month to recruit new monthly donors (Sustainers) and build momentum for lasting impact.

Campaign Overview

Local businesses compete in a peer-to-peer fundraising challenge to see who can recruit the most new monthly sustainers to support SAFE. This is a high-energy, community-building opportunity to engage employees and customers alike in a cause that feeds families all year long.

Challenge Duration: 30 days

Goal: Rally the community to gain 100+ new monthly sustainers.

Business Goal: Recruit the most new monthly sustainers through your unique fundraising page.

How It Works

1. **SAFE sets up a custom fundraising page** branded with your business name and logo.
 2. You **promote your page** using our ready-made materials and your internal communication channels.
 3. SAFE maintains a **live leaderboard** showcasing top-performing businesses.
 4. Winners and top performers are recognized and celebrated across SAFE's channels.
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Your Business Toolkit Includes:

- **Custom Fundraising Page** – With logo, donation tracker, and shareable link.
- **Social Media Content Kit** – 4 weeks of graphics and captions.
- **Printable Signage** – "We're Fighting Hunger This Month!" posters and table tents.
- **Email and Text Templates** – For staff and customer outreach.

- **Leaderboard Access** – Watch your business rise in real time!
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How to Promote Your Campaign

Internal Team Engagement:

- Hold a staff kickoff huddle.
- Offer small incentives or team-wide goals (e.g., free lunch if 10 donors sign up).
- Designate an internal “Campaign Captain” to coordinate efforts.

Customer Engagement:

- Display signage with QR codes at checkout.
- Include sustainer asks in email newsletters and social posts.
- Share impact stories with customers to connect their dollars to real change.

Social Media Tips:

- Post at least once a week during the campaign.
 - Use hashtags: #30DaysOfImpact #HungerActionMonth #JoinSAFE
 - Tag SAFE’s social accounts for amplification.
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Key Messaging

- "\$30/month feeds a family for an entire month. Help us fight hunger year-round."
 - "Your monthly gift creates long-term solutions for hunger in our community."
 - "Support [Business Name] in the 30 Days of Impact Challenge! Become a sustainer today."
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Recognition for Top Performers

- **Hunger Hero Window Decal** – Publicly show your commitment to ending hunger.
 - **Spotlight in SAFE's Communications** – Newsletter, social media, and website.
 - **Team Volunteer Day at SAFE** – For the top recruiting business.
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Next Steps

1. Confirm your participation with SAFE.
 2. Submit your logo and contact person for campaign coordination.
 3. Launch your campaign and start promoting!
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Need Help?

Contact Kim Traverse at kim@safealamance.org for custom support, tech help, or storytelling resources.

Thank you for making Hunger Action Month a force for good!

SAFE Hunger Action Month Toolkit: Sponsor a Sustainer – Matching Challenge

Campaign Name: Sponsor a Sustainer – Matching Challenge

Purpose: Engage local businesses to amplify community giving by matching the first monthly gift of each new sustainer they recruit during September.

Campaign Overview

Throughout Hunger Action Month, SAFE invites your business to become a matching sponsor for new monthly donors. By matching the first month of each new sustainer gift, your business helps double the impact of community generosity—building momentum for sustained hunger relief.

Challenge Duration: 30 days

Goal: Secure 100+ new monthly sustainers with matched first-month gifts.

Business Goal: Match the first donation of every new sustainer recruited through your custom campaign page.

How It Works

1. **Your business pledges a matching fund** (e.g., up to \$1,000) to match the first gift of each new sustainer.
 2. **SAFE creates a custom campaign page** featuring your business as the matching partner.
 3. You **promote the campaign** to your staff, customers, and social networks.
 4. SAFE tracks progress and showcases your impact as donations grow.
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Business Toolkit Includes:

- **Custom Matching Campaign Page** – With your logo and giving tracker.
- **Promotional Graphics** – Web banners, social media posts, and digital posters.
- **In-Store Signage** – QR code flyers and counter displays.

- **Email and Receipt Templates** – For sharing the match opportunity.
 - **Story Cards** – Highlighting the impact of monthly donors.
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Promotion Tips

Internal Engagement:

- Announce the campaign during staff meetings.
- Encourage employees to become sustainers and spread the word.

Customer Engagement:

- Use receipts and digital kiosks to share the campaign QR code.
- Include flyers in shopping bags or service documents.

Online Engagement:

- Share twice weekly on your business's social media.
 - Use hashtags: #SponsorASustainer #DoubleTheImpact #HungerActionMonth
 - Tag SAFE to increase reach and receive reposts.
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Key Messaging

- "Double your impact! [Your Business Name] will match your first monthly gift to SAFE."
- "Become a sustainer—your first donation is matched to help more families today."
- "\$30/month feeds a family. With our match, that impact starts now."

Recognition for Matching Partners

- **Featured Matching Sponsor on SAFE's campaign page.**
- **Spotlight in SAFE's social media, newsletter, and donor communications.**
- **Custom Thank-You Video** from SAFE and its clients.

Next Steps

1. Confirm your match amount and sign up as a matching partner.
2. Submit your logo and campaign contact to SAFE.
3. Begin promoting your campaign.

Need Support?

Contact [SAFE Campaign Coordinator] at [email/phone] for templates, tracking, or customization support.

Thank you for helping to build a community free from hunger—one sustainer at a time.

SAFE Hunger Action Month Toolkit: Staff Ambassador Competition – Hunger Champions

Campaign Name: Hunger Champions – Staff Ambassador Competition

Purpose: Mobilize employees as campaign leaders to recruit monthly donors and create sustained impact during Hunger Action Month.

Campaign Overview

SAFE invites your organization to empower staff members as Hunger Champions—peer ambassadors who will lead the charge in recruiting monthly sustainers. This friendly, internal competition builds morale, teamwork, and a shared commitment to fighting hunger year-round.

Challenge Duration: 30 days

Goal: Activate 20+ Hunger Champions across businesses to recruit 100+ new sustainers.

Team Goal: Each ambassador recruits as many monthly donors as possible.

How It Works

1. **Your organization selects 1–5 staff members** to serve as Hunger Champions.
 2. SAFE creates **unique fundraising pages or links** for each ambassador.
 3. Ambassadors promote the sustainer program to friends, family, colleagues, and customers.
 4. SAFE tracks individual impact and rewards top performers.
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Ambassador Toolkit Includes:

- **Personal Fundraising Link** – With name and donation tracker.
- **Kickoff Training Guide** – Tips for outreach, storytelling, and tracking.
- **Digital and Print Assets** – Flyers, QR code cards, and email templates.
- **Ambassador Tracker Poster** – For displaying progress in staff areas.
- **Social Media Templates** – Ready-to-use graphics and captions.

Promotion Strategies for Ambassadors

Internal:

- Host a launch lunch or coffee hour to introduce your team of champions.
- Provide weekly updates and encouragement.
- Recognize progress in staff meetings and emails.

External:

- Encourage ambassadors to post weekly on their personal social media.
- Empower them to text or email their network with personal stories.
- Include QR code cards at check-out counters, reception desks, or during events.

Key Messaging for Hunger Champions

- "I'm a Hunger Champion with SAFE. Join me in becoming a monthly sustainer!"
- "\$30/month feeds a family. Together, we can end hunger all year long."
- "Support me in the Hunger Champions challenge and help our team make a difference."

Recognition for Ambassadors

- **Certificate of Appreciation and SAFE Swag** for all ambassadors.
 - **Top Ambassador Recognition** in SAFE's newsletter and social channels.
 - **Lunch with SAFE Leadership** for the highest recruiter.
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Next Steps

1. Identify and nominate Hunger Champions from your staff.
2. Send names and emails to SAFE for campaign setup.
3. Distribute ambassador toolkits and launch the campaign.

Need Support?

Contact Kim Traverse at kim@safealamance.org for onboarding, tracking, or additional outreach materials.

Thank you for empowering your team to champion change during Hunger Action Month!