



WHAT'S COOKIN'?

APRIL 15 – APRIL 30
2021 FUNDRAISING TOOLKIT

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EVENT OVERVIEW

HOW IT WORKS – EASY AS 1–2–3

- 1** Register to enter by selecting the category and division you want to compete in.
- 2** Follow the instructions listed in your ‘Next Steps’ e-mail to log into your account to edit and update your personal ‘Fundraising Chef’ page with a personal message, picture slideshow, optional video link, and more (see pg. 4).
- 3** Share your personal link far and wide to have people vote (by donating) for you!

COMPETITION GUIDELINES

Every ‘Fundraising Chef’ page comes with pre-set fundraising goal based on the category you are in. While you are encouraged to raise as much money as you can, there are no negative repercussions if you don’t reach your goal. (To have the fundraising goal listed on your page lowered, or to have the progress bar hidden, please contact communications@growinghome.org).

All competitors are encouraged (and challenged) to spend no more than \$25 on their ingredients.

WINNERS

The winners with the most votes (aka dollars raised) or highest number of individual voters in each category and division will be selected to win a special prize. (Up to 16 winners will be selected!)

Save the Date: April 30, 2021 at 4:30pm for a fun short program where winners will be announced, and interactive breakout sessions hosted by famous chefs and favorite establishments like ‘My Make Studio’ to show you some amazing new skills, treats, and more.

Note: Attending the final program is not required to win, but participation is encouraged.

QUICK LINKS

Event Registration: <https://growinghome.org/whats-cookin/>

Event Related FAQs: <https://www.givesignup.org/Race/WhatsCookin/Page/FAQ>

Logging back into your account (view pg. 4): <https://www.givesignup.org/Race/CO/Westminster/WhatsCookin>

View the leaderboard: <https://www.givesignup.org/Race/Donate/107302/TopFundraisers>

Marketing Toolkit: <https://growinghome.org/whats-cookin-marketing-toolkit/>

QUICK NOTE

Growing Home is using the secure GiveSignup | RunSignup platform to run the What’s Cookin’ event. All Fundraising Chef pages will be accessed through the GiveSignup | RunSignup platform.

GiveSignup | RunSignup builds free technology for nonprofits. You may receive notification emails about your registration or fundraiser from info@runsignup.com or info@givesignup.org, but you will never receive promotional emails from GiveSignup | RunSignup.

The information we collect on the registration form will not be accessed publicly. The only information that will be visible to the public, is the content you display directly on your Fundraising Chef page. Please contact communications@growinghome.org or **(720) 407-1987** with any questions, concerns, or support.

TIPS AND TRICKS TO HELP YOU RECEIVE THE MOST VOTES!

FACEBOOK PROMOTIONAL IDEAS

Like Growing Home on Facebook:

<https://www.facebook.com/GrowingHomeCO>

Tag Growing Home in all your social media posts. To do this type the @ symbol and then type out 'GrowingHomeCo'.

Always include the link to your personal 'Fundraising Chef' page in your social media posts encouraging people to vote for you.

Encourage your network of friends, family, and colleagues to engage with your posts by liking and sharing.

Challenge your friends and family members on social media to register themselves as a Fundraising Chef, share their culinary creations, and compete against you!



OTHER OPTIONAL PROMOTIONAL IDEAS

To accompany the pictures you upload to your 'Fundraising Chef' page, you can create a simple video of you cooking your recipe using your smartphone and upload it to a platform of your choosing (i.e. Facebook, YouTube, Instagram, etc.) before embedding it as a link for people to access in the personal message section of your 'Fundraising Chef' page. (How to edit your page instructions on pg. 4)

Send handwritten notes or letters to friends and family. (See templates on pg. 5)

Share your link with your office, faith-based community, contacts, and more!

As a fun optional extra incentive, offer to make your recipe for one or two of your lucky voters by throwing their names into a hat and picking one!

Send e-mail/text reminders to follow up with those who have not yet voted for you.

Ask your friends to share your link once they've voted for you.

TAKE THE GUESSING GAME OUT OF KNOWING WHEN-TO-DO-WHAT AND FOLLOW THE SUGGESTED OUTREACH TIMELINE ON PAGE 6 TO HELP KEEP YOU ON TASK!

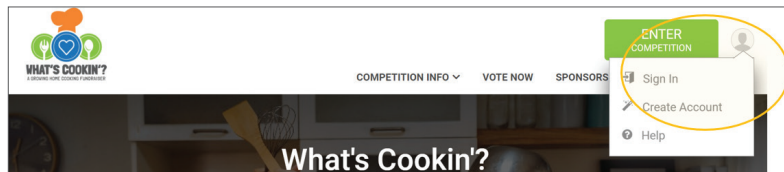
HOW TO EDIT YOUR PAGE

OPTION 1

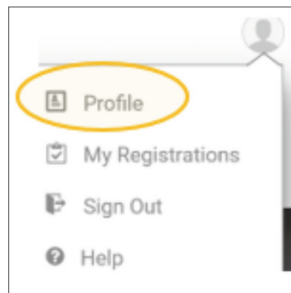
Click on the edit link in your **'next steps' e-mail**.

OPTION 2

Go to the What's Cookin'? event page and sign in at the top of the page.



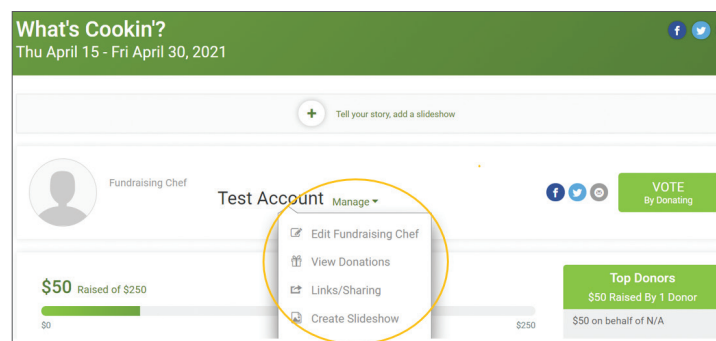
Once Logged in, click on **Profile**.



Scroll to the bottom and click on your page name under the **Fundraising** blue ribbon.



Edit and Manage your page.



For additional instructions [click here](#) or contact communications@growinghome.org for assistance.

SAMPLE MESSAGING TO PROMOTE YOUR FUNDRAISING CHEF PAGE

EMAIL

New Message

Recipients

Subject

Dear [NAME]

I am competing in Growing Home's What's Cookin'? fundraiser, and I need your vote to help me win! For this virtual cooking competition contestants were challenged to make a special recipe of their choosing using no more than \$25 while also raising funds for Growing Home – a local non profit organization that works to ensure families are thriving in equitable communities. Will you support my efforts of meeting my fundraising goal to raise funds for their mission while also winning this competition? If so, please visit my personal Fundraising Chef link below to check out my recipe and vote by donating today! [Insert your fundraising page link here]

I appreciate your support.

Sincerely,

Send

FACEBOOK

Create Post

Friends

Social media post option #1: I'm cooking [DISH] for a good cause! Vote for my dish by clicking the link below and donating to Growing Home. All proceeds will benefit @GrowingHomeCO, a nonprofit here in Westminster that is creating thriving and equitable communities. [Add your link here]

Social media post option #2: Click the link below to vote for my entry in @Growing HomeCo 's cooking competition where I made [DISH]. When you vote, you will be asked to make a donation, which will benefit local nonprofit @GrowingHomeCO. Every donation large or small helps. [Add Link Here:

Add to Your Post

Post

HANDWRITTEN NOTE

Handwritten Note Template

Dear [NAME]

This spring I have chosen to cook up my favorite recipe for a good cause, and I need your help! Growing Home is a local non-profit organization in my community that works with families to ensure everyone has food on the table, a place to call home, and the opportunity to pursue their dreams.

For their spring fundraiser they have launched a fun virtual cooking fundraiser called **What's Cookin'?** that challenges people to enter the competition by choosing to make a special recipe of their choosing using no more than \$25 on their ingredients while also amassing the most amount of votes. In this competition, votes = dollars, and winners with the most amount of dollars raised, or amount of individual 'voters', will be selected to win their division.

I have chosen to make [Dish name] because [explanation] and I would love your vote. Will you support me in my efforts of meeting my fundraising goal and winning this competition?

If so, you can go directly to: <https://growinghome.org/whats-cookin/> select the 'vote' tab to search my Fundraising Chef page [ENTER YOUR PAGE NAME IF DIFFERENT THAN YOUR NAME], view my recipe, and vote by donating to my page.

This competition ends on the 30th so I would love your support before then. If you are having any trouble with the technology let me know and I can help you [ENTER YOUR CONTACT INFO HERE]. Alternatively, you can also contact Growing Home directly and they can help assist donations@growinghome.org 720-407-1987

Thank you for your support.

Best,

STAY ON TRACK

Optional Outreach Timeline and Checklist

• Before event official start

- Check out the [Growing Home website](#) to learn more about our mission.
- Like Growing Home [on Facebook](#).
- Consider who else to challenge and join you in entering this competition.
- Read up on all the event specific FAQ's by [clicking here](#).
- Officially register for the event and follow the 'Next Steps' e-mail instructions to edit your page.

• During Competition

- **April 15** – Cook up your favorite recipe and document your masterpiece with pictures and optional video. (Don't worry, no one will actually be judging the taste of your food—voting is based on the look, the allure of how yummy it sounds, and how much you invite your network of people to vote!).
- **April 16** – If you haven't already, log back into your account, upload your favorite pictures to the slideshow to feature and embellish the personal message section of your page.
- **April 17** – Once your link is ready, share with at least 10 of your closest friends and family members so that they can vote for you.
- **April 18** – Post to your social media platform challenging at least 2 other people to register as a Fundraising Chef, to create a dish and out compete you.
- **April 19** – Select a list of at least 5 family members who you would be willing to send a handwritten letter/card to and mail it away.
- **April 20** – Brainstorm a list of an additional 10 contacts you can e-mail, message, or call to encourage them to vote for you.
- **April 21** – Make another social media post encouraging people to vote for you.
- **April 22** – Log back into your account to view all the people that have voted for you.
- **April 23** – Text 5 friends asking them to vote for you.
- **April 24** – 7 days until the winners are announced! Follow up with people who you initially contacted but may have not voted for you yet.
- **April 25** – Make another social media post linking your page.
- **April 26** – Call the people you sent handwritten notes to see if they have received your handwritten note.
- **April 27** – Invite people who voted for you to join in for the short final program, scheduled for April 30th, where we will announce the winners and have interactive breakouts.
- **April 28** – Take a look at your competition and get some new ideas for new foods to try. Remember to vote for family and friends that you may know in the competition.
- **April 29** – Last call! Reach out one last time to remind people to visit your Fundraising Chef page and vote before the competition ends!

• Final Day

- **April 30** – Join the final program where winners will be announced.

THANK YOU!