

## **Sample Talking Points**

Having a conversation about our campaign to someone who might be interested in helping? Here's some helpful points:

- Food security refers to the condition where all individuals have consistent access to safe, nutritious, and culturally appropriate food to maintain a healthy and active life.
- Insufficient access to nutritious food can lead to malnutrition, which has severe health implications, including stunted growth, weakened immune systems, and developmental issues, particularly in children.
- Food insecurity not only affects individual health but also has broader economic impacts. Malnourished individuals are often less productive, contributing to a cycle of poverty and hindered economic development.
- Local communities often have valuable insights into their own food security challenges. Our organization helps to empower communities to develop and implement solutions tailored to their needs is crucial.
- Our organization continues to expand our services due to growing needs in our community. We have big goals for 2023 and we need your help.
- In 2023, we aim to provide 1000 free meals to our community.
- All donations go directly to providing low-cost and free meals to our community. To donate, visit [www.ourorganization.org/campaign](http://www.ourorganization.org/campaign)

## **Sample Copy for 1 Quiet Phase Email**

Hello [name], I hope you are doing well!

As you may know, I've been serving on the board of directors for Our Organization since [year]. We are launching a campaign with a goal to secure 20 new monthly donors this month to provide a steady foundation upon which we can build sustainable programs, expand our outreach, and plan for the future.

The work we do with our organization is important to me because [Why?].

I thought specifically of you to help get us off to a successful start—our goals are only achieved when we look to our communities for help, and you are an important part of mine. Would you consider joining me as a monthly donor?

For more information and details on how to contribute, visit [www.ourorganization.org/campaign](http://www.ourorganization.org/campaign)

Thank you for being a part of my community,

[Board Member Name]

**Sample Copy for 1 Thank You Email (copy to go with forwarded campaign results email)**

[Name],

Thank you so much for all of your support during our organization's campaign. Together we have a tremendous amount of impact that will be felt greatly in the year ahead.

Because of our efforts, our organization secured 27 new monthly donors. Together we made a difference in the lives of many families in our community. I am so grateful for you and your support of our organization—thank you!