FUNDRAISING TOOLKIT
Together, we are making an impact:

• 6,000,000+ meals served
• 13,000+ consecutive days open
• 2,500+ volunteers
• 1 goal to nourish our neighbors with free meals, hospitality, and unconditional love

It’s our 40th Anniversary!
1982 - 2022
My Brother's Table welcomes all without screening or deeming processes. We believe all people need and deserve a place where they can receive warm welcome, no matter what their circumstances. To insure the privacy of our guests, My Brother's Table is entirely funded by private donors like you and businesses. We do not solicit or accept govt grants and are not a United Way affiliate.

<table>
<thead>
<tr>
<th>A DONATION OF...</th>
<th>A FUNDRAISING GOAL OF...</th>
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<tbody>
<tr>
<td><strong>$30</strong> can provide 15 hot meals</td>
<td><strong>$250</strong> can provide a weekday lunch</td>
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<tr>
<td><strong>$50</strong> can provide 25 hot meals</td>
<td><strong>$500</strong> can provide a weekday dinner</td>
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<tr>
<td><strong>$100</strong> can provide 50 hot meals</td>
<td><strong>$1,000</strong> can provide 1 week of Joe's Meals</td>
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WAYS TO FUNDRAISE

There are many ways that you can get involved and help raise funds for My Brother's Table. Here are some of our favorite ideas to help you get started.

- A fundraising classic! Host a bake sale and whip up some tasty treats for your family, friends or colleagues to enjoy.
- Test your knowledge by hosting a trivia night in your local area, raising funds by selling tickets.
- Crank up the competition in the workplace by holding an office Olympics, including events such as bin basketball or cornhole.
- Hold a raffle as part of a fundraising event by getting local businesses to donate prizes.
- Enjoy a dress down day at your work or school.
- Hold a talent show or concert, raising funds by selling tickets to the performance.
- Make My Brother's Table the beneficiary of your own occasion (birthday, Bat Mitzvah, Bar Mitzvah, graduation, wedding, etc).
LET'S GET STARTED

Now that you have decided how you will raise funds, follow these top 10 tips to kick-start your fundraising.

1. SET A TARGET
   Setting a fundraising goal will motivate people to support you. Make your goal realistic but challenging.

2. CREATE AN ONLINE FUNDRAISING PAGE
   Visit mbt.myetap.org/fundraiser/walk2021/aboutEvent.do to set up your personal Walk Fundraising Page.

3. SPREAD THE WORD
   Begin to spread the word about the Walk and your fundraising efforts with family, friends, and colleagues, as well as people you may know through school and your community.

4. REQUEST MATERIALS
   If you would like informational materials about MBT (brochures and info cards) please email annie@mybrotherstable.org.

5. SHARE ON SOCIAL MEDIA
   Share details about the Walk and your fundraising efforts and don't forget to tag My Brother's Table on facebook @MBTLYNN and twitter @MyBrothersTable.
THANK YOUR SUPPORTERS

Time to thank your supporters who helped make your fundraising a success and share with them how the funds raised have made a direct impact on the lives of our guests.

SHARE YOUR PROGRESS

6

Keep your contacts updated on your fundraising efforts. Let them know how much more is needed to reach your goal.

TIME TO HAVE FUN

7

Whether it's your own fundraising event or it's Walk Day, now comes the time to enjoy yourself and reach your goal!

TELL US HOW IT WENT

8

We want to hear from you! Please tell us how your fundraising event went and don't forget to share some photos. We love to share photos of our supporters on our social media pages.

SEND IN DONATIONS

9

If you collected funds by cash or check, please send to My Brother's Table at 98 Willow Street, Lynn MA 01901.

THANK YOUR SUPPORTERS

10

Time to thank your supporters who helped make your fundraising a success and share with them how the funds raised have made a direct impact on the lives of our guests.
GETTING THE MOST FROM YOUR ONLINE PAGE

After setting up your online fundraising page, be sure to use these top tips to get the most out of your fundraising page.

ADD A PICTURE
Fundraising pages with pictures often raise more than those without, so be sure to add a photo of yourself to your page.

SHARE YOUR STORY
Let your supporters know why you have chosen to support My Brother's Table and what it means to you. People visiting your page are interested in what you are doing, so make sure you tell them about it.

UPDATE YOUR PAGE
Keep people updated with how you are doing by updating your page. People will be interested and will enjoy following your progress.

NOT OVER YET
After the event, be sure to follow-up with your supporters and update them on your progress to encourage last-minute donations.
FREQUENTLY ASKED QUESTIONS

After setting up your online fundraising page, be sure to use these top tips to get the most out of your fundraising page.

Q. IS A DONATION TO MY BROTHER’S TABLE TAX DEDUCTIBLE?
A. We are a 501(c)(3) registered charity and 100% of all donations to My Brother’s Table are tax deductible in accordance with IRS regulations.

Q. WHAT IS MY BROTHER’S TABLE FEDERAL TAX ID NUMBER?
A. US Tax ID #04-2794047

Q. DOES MY BROTHER’S TABLE NEED VOLUNTEERS?
A. Yes! We are always looking for volunteers to help prepare, package, and serve meals. There are shifts available daily. For more info and to sign up for a shift, please visit www.signupgenius.com/go/9040848aaa72da3fb6-volunteer

Q. HOW DO I SEND MY BROTHER’S TABLE FUNDS THAT I’VE RAISED
A. Online donations can be made directly on your online fundraising page. Cash and checks can be mailed to My Brother’s Table, 98 Willow Street, Lynn MA 01901. Donations can also be made over the phone at 781-595-3224.