



Sample Emails

1. **Pre-Campaign Rally**

- **Recommendation: send the week of 5/20; attach Spring Newsletter PDF**

Hi Everyone,

We are excited to share this year **we/INSERT COMPANY OR ASSOCIATION NAME are/is** supporting Second Harvest Food Bank's (SHFB) 9th annual Food From The Bar (FFTB) campaign! This month-long campaign runs **June 1st – June 30th**.

Please join our efforts to provide nutritious food for children, families, and seniors experiencing food-insecurity in Orange County. Attached is SHFB's most recent newsletter if you would like to learn more about the work they are doing in the community.

To support our team, you will be given the opportunity to make a contribution to Second Harvest by "shopping" for food (or making a donation) on the Food From The Bar virtual food drive page for our team. More details to come when the campaign starts on Sunday, June 1st!

Food From The Bar is a friendly competition amongst OC's legal community to see who can have the greatest impact. Your support will help us be a top competitor in the campaign—we want to "compete to do the most good"! For those with a competitive drive, there are awards on the line and we would love to bring back a trophy to the office to showcase our support of Second Harvest!

More information coming soon!

Best,

XXX

2. **Start of Campaign**

- **Recommendation: send on Wed 5/28 or Thurs 5/29; attach award categories**



2025 FFTB Award
Categories.pdf

Hi Everyone,



Sunday June 1st, is the start of Second Harvest's 9th annual Food From The Bar campaign! We are thrilled to support a worthy cause to provide food for many people in Orange County that need our help.

To support our team, you can make a contribution to Second Harvest by virtually "shopping" on this fun and interactive website to help provide food to people in need: <https://fundraise.givesmart.com/vf/fftb25>. Be sure to select our team name in the drop-down list:

Attribute your support to:

Feel free to share the link with family and friends on social media or by email and ask them to support **our/INSERT COMPANY OR ASSOCIATION'S NAME's** team! You can also have them text **FFTB###** to 71777 to get directly to our team's FFTB page; message and data rates may apply. Remember, any donation has a great impact on the community!

This campaign is a friendly competition to "do the most good!" Attached is a list of the award categories that we are competing for. Help our team win one or more of these categories!

Best,

XXX

3. **Midway through Campaign**

- **Recommendation: send on Friday 6/13/24**

Hi Everyone,

We are about halfway through Second Harvest Food Bank's Food From The Bar campaign! **This friendly competition ends Monday, June 30th.**

Thank you to everyone that has been able to support this campaign to help feed people in need. We still have a couple weeks left to have an even greater impact on our community.

Our team has raised **INSERT FUNDS RAISED AMOUNT** so far! Help us win an award from one of the award categories! Any donation will help children, families, and seniors experiencing food-insecurity in Orange County!

Please continue sharing this link with your friends and family and ask them to support **INSERT COMPANY OR ASSOCIATION NAME's** team! <https://fundraise.givesmart.com/vf/fftb25> Be sure to have them select our team name upon checkout. You can also have them text **FFTB###** to 71777 to get directly to our team's FFTB page; message and data rates may apply.

Best,

XXX



4. **Final Day of Campaign**

- **Recommendation: send on Friday 6/28/24**

Hi Everyone,

Monday June 30th is the last day of Second Harvest Food Bank's Food From The Bar campaign! There is still time for you to make any last-minute donations to help us win this friendly competition!

We are thankful to all of you for being so supportive of this effort to help feed hungry children, families, and seniors in our community.

If you would like to make an "at the finish line" donation before the end of today, you may do so here: <https://fundraise.givesmart.com/vf/FFTB25>.

Thank you for helping **INSERT COMPANY OR ASSOCIATION NAME** have a presence in the community by helping to feed people in need. Final results will be shared at the Food From The Bar Awards Reception on Thursday, July 24 at Rutan & Tucker's Office!

Best,

XXX



Sample Social Media Posts

Here are a few templates with pictures. You can customize and share these on your social platforms to get your community and network involved to support your team!

Don't forget to tag us @SHFBOC and use #FFTB2025!

- FB: <https://www.facebook.com/SHFBOC/>
- IG: <https://www.instagram.com/SHFBOC/>
- X: <https://twitter.com/SHFBOC/>
- LinkedIn: <https://www.linkedin.com/company/SHFBOC/>
- YouTube: <https://www.youtube.com/@SHFBOC>



1. Teaser

We are so excited to participate in Second Harvest Food Bank's Food From The Bar campaign this year. The campaign runs June 1 – June 30 and is a friendly competition amongst OC's legal community to "do the most good!" FFTB supports Second Harvest's mission to provide dignified, equitable, and consistent access to nutritious food in Orange County and we are thrilled to play a part in helping our community. We kick off on Sunday, June 1st and hope to have your support to help provide nutritious food for our OC friends and neighbors in-need. Check back soon to see how you can help us make a difference!

2. Campaign Launch

(COMPANY OR ASSOCIATION NAME) friends! We kick off the Food From The Bar campaign today! We are excited to participate in this friendly competition amongst OC's legal community that helps provide nutritious food for our OC friends and neighbors. We have a goal to raise \$XX! To support our team, you can make a contribution to Second Harvest by virtually "shopping" on this fun and interactive website to help provide nutritious food OR share this post to help spread the word! Be sure to direct your donation to our (COMPANY OR ASSOCIATION NAME)'s team!



Click here to donate to support our team: <https://www.yourfooddrive.org/#FFTB2024>

3. Progress Post/Mid-campaign

We are halfway through the Food From The Bar campaign! It has been so fun to see our community come together for the greater good and help provide nutritious food for people experiencing food insecurity in Orange County. Our goal is to raise **\$XX**, to date we have raised **\$XX** to help feed those in need. Talk about impact! With a few weeks left to go, we can make a deeper impact with your help! Visit the link below to support our team.

<https://fundraise.givesmart.com/vf/fftb25>



4. Last Day of the Campaign

We've made it to the end of the Food From The Bar campaign! Today is our LAST DAY to reach our goal of **\$XX (COMPANY OR ASSOCIATION GOAL)**. A big thank you to everyone who has supported us throughout the month, whether you have given monetarily, shared our posts, or talked about it with your friends, we appreciate you! If you would like to make an "at the finish line" donation before the end of today, you may do so here:

<https://fundraise.givesmart.com/vf/fftb25>

[insert any picture you may have gathered from your team supporting the campaign throughout the month]



5. Post Campaign

Thank you to everyone who supported @ (your COMPANY OR ASSOCIATION handle) in this year's Food From The Bar campaign! Our team raised \$XX (amount you raised) for Second Harvest, and the overall campaign raised \$XX (amount raised overall). Thank you, we could not have done it without you!

