



## COMMUNITY EVENTS + CAMPAIGNS TO BENEFIT MANNA

### CREATE A POSITIVE IMPACT WITH YOUR EVENT

Hosting your own event or campaign to support MANNA has a major impact for the work happening in and across our network. Your willingness to volunteer your time to organize an event, advocate for the people we serve through raising awareness for the issue of food insecurity, AND raise funds to support our mission is so appreciated. Because community events and campaigns are not being organized and managed by MANNA staff, these partners ensure that each and every dollar raised can go even further to feed our friends and neighbors.

MANNA has an extraordinary commitment to excellent stewardship of donor dollars. Because of our amazing donors, volunteers, food partners, and other generous supporters, we are able to stretch every dollar that we receive. Therefore, it is important that we exercise this same commitment to outstanding stewardship in how we engage with generous individuals and organizations who desire to host community events to benefit those MANNA FoodBank serves. We want to ensure that your efforts have the biggest impact possible and therefore ask you to adhere to our same commitment to excellent stewardship and transparency.

**Because we want your efforts to be as successful as possible, we have provided a clear framework of how MANNA can partner with you on your event or campaign.**

### REQUIRED CRITERIA

1. The sponsoring organization is responsible for all sales, marketing, and promotion of the event.
2. If only a portion of the proceeds will go directly to MANNA, the sponsoring organization must clearly disclose to purchasers, participants, etc., the approximate number of dollars and/or percent of the proceeds that will go to MANNA.
3. MANNA is not able to supply any funding to finance community events or campaigns and will not be responsible for any debts incurred.
4. All publicity and/or promotional materials referencing MANNA's involvement require advance approval from MANNA.
5. If you are reaching out to local media for coverage of your event, any press release language must have prior approval from MANNA.
6. Events involving alcohol and/or tobacco require special consideration by MANNA.



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Every \$1 raised helps provide **FOUR MEALS** to families struggling to afford groceries. Your efforts make a direct, positive impact for our friends and neighbors across WNC, and here's how we like to say Thank You!

### If Your Event or Campaign Raises:

Up to  
\$1,000

\$1,000 -  
\$5,000

\$5,000 -  
\$10,000

\$10,000 -  
\$20,000

\$20,000+

### MANNA Can Support Your Event or Campaign in These Ways:

- Use of MANNA logo for event-related activities
- Thank you letter

*all of the above, and...*

- Cohost Facebook event during promotional period
- Listed in monthly newsletter

*all of the above, and...*

- Dedicated social media post (shared or original, as desired) announcing event results
- Check presentation photo op (if desired)

*all of the above, and...*

- MANNA staff or volunteer presence at event
- MANNA staff appreciation video

*all of the above, and...*

- Hyperlinked name listing in twice-yearly recognition blog post on MANNAFoodBank.org
- Logo on banner in Volunteer Center