



## **Help Shepherd's Table Make Their Big Move and Expand Services to Fight Hunger and Homelessness: Host a Fundraiser!**

To meet the needs of our clients, Shepherd's Table (ST) will soon move to a new space - and grow from serving one to three meals per day! The Strategic Development Committee invites you to be a part of our effort to reach the new donors and supporters we need for this expansion. Our new initiative is to inspire small groups of friends and families to organize their own fundraisers throughout the year, to supplement the efforts of ST staff and friends.

Jacki Coyle and ST development staff, as well as Committee and Board members, are glad to support these fundraisers and appear in person to share ST's mission and create fun and informative events.

### **To help you find a fundraising format that works for you, here are some ideas:**

- Invite members of your apartment, condo or homeowner's association to bring checks or cash for donation to ST to enhance an annual community or holiday event.
- Choose an annual gathering of your professional organization, alumni group or society to feature a speech by a ST staff/volunteer/board member, and make that event an opportunity to set a charitable giving goal and collect donations. This could become an annual tradition for an organization looking to define its charitable mission.
- Invite neighbors over for dinner or brunch, and in lieu of flowers or wine, ask them to bring donations to ST so that those in need of food can be honored. Consider engaging a local chef or musician to donate services or talent to the event.
- Host a wine tasting working with local purveyors, and ask for a donation to ST in addition to a fee that offsets the cost of the event.
- Work with a local establishment or restaurant that wants to grow deeper ties with the community to create a special happy hour or other event during which the use of space or even a percentage of sales are donated to ST, and invite friends and neighbors to participate.
- Organize a bake sale, jewelry show, raffle or other fundraising activity with proceeds dedicated to ST.

### **Tips to consider for your event:**

- Join with several friends to become co-hosts of a party in order to combine the reach of your respective networks and share planning tasks. Challenge fellow board members or ST friends to match or exceed the funds raised by your event.
- Invite friends and business leaders supporting the event to book a future tour of the ST facility or an evening of service. Remember, you may have just recruited a future board member or “table of friends” member.
- Use posters, brochures, power point slides, videos, donation envelopes and other materials already created by ST to enhance your event.
- In addition to the donation you request, place a tip jar with materials so guests can make last-minute decisions about contributions.
- Do not limit yourself to Silver Spring; supporters of ST can be found in neighboring areas as well.
- Every little bit helps; small dollar fundraisers are welcome. Remind donors that checks you collect will avoid on-line processing fees and are tax deductible.
- Have fun! This is about building a secure future for ST and our community, and you are part of planting those seeds right now.

### **Examples of past fundraisers held by ST supporters – which we like to call, “friendraisers”:**

- Happy hour for young professionals at Caddie’s, a popular Bethesda bar (above)
- Coffee at Silver Spring’s Bump ‘n Grind – an innovative new coffee shop featuring DJs and old-school vinyl records
- Wine tasting and education at Silver Spring’s Urban Winery



**Bump N Grind**



**Urban Winery**



**Caddie's**

*Questions? Contact Jacki Coyle or Susan Collet, Strategic Development Committee Chair*