



FOOD & FUND DRIVE EMAIL TEMPLATES

EMAIL #1 - LAUNCH EMAIL INTRODUCING YOUR FUND AND/OR FOOD DRIVE

SUBJECT LINE SUGGESTION: Give the Gift of Food Security Today!

Dear [Insert Name],

Today you can make a difference for the neighbors in your community! [Organizational Name] is hosting a food and fund drive in partnership with Lift UP. Lift UP's mission is to reduce hunger and improve the lives of low-income residents in Northwest and Downtown Portland.

Between [time frame of drive], our goal is to collect 1,000lbs of food and \$500. Will you help us get there?

See barrels located [BARREL LOCATIONS]

For the food drive, here are the most needed food items:

1. Whole Grain Pasta
2. Brown Rice
3. Any low Sodium Items such as broths, veggies, sauces, etc.
4. Canned Tuna, Canned Chicken, Canned Salmon, or any other Canned Meats
5. Nutbutters
6. Shelf Stable Milks

For those who can't make it to the barrel locations, Lift UP has set up a virtual giving page for our food drive. [Insert Website Link Here] **Every \$5 equals 15 meals for a person in need.** Meals for someone like Timothy, who currently is on dialysis. "The fresh produce in my delivered food box, keeps me eating healthier and feeling better," Timothy says. "The doctor's told me I need to be eating healthy, but there would be no way I could afford to eat this way, without Lift UP."

Whether \$5, \$10, \$25 or \$50. It all matters in the fight against alleviating hunger in your community. Lion Community, let's do our part!

Give Today [Insert your website donor page link]

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EMAIL #2 - FOLLOWUP EMAIL!

SUBJECT LINE SUGGESTION: Lunch is on You Today!

Dear [Insert Name],

A nice big mixed green salad with bell peppers, onions, and apples is what Ana enjoys for lunch from the food provided to her from Lift UP.

Ana was in a near life-ending car accident that damaged her kidneys and credits healthy food for her ongoing healing journey. She receives a Delivered Food Box and accesses Preston's Pantry, a shopping-style pantry, once a month. "In order to maintain equilibrium in my health, I have to eat a certain way, lots of fruits and veggies" Ana says. "Because of my tight budget, if I didn't get what I get from Lift UP, I wouldn't have much to eat at all."

[Your Company Name, Friend], would you be willing to skip on eating out for lunch a day this week and donate this towards our friends at Lift UP! People like Ana on are counting on us. **Every \$5 equals 15 meals for someone like Ana!**

Give Today! [Insert Giving Website Link]

For those donating food as well, please place in barrel located [BARREL LOCATION].

Here are the most needed items:

1. Whole Grain Pasta
2. Brown Rice
3. Any low Sodium Items such as broths, veggies, sauces, etc.
4. Canned Tuna, Canned Chicken, Canned Salmon, or any other Canned Meats
5. Nutbutters
6. Shelf Stable Milks

Give Today! [Insert Giving Website Link]

SUBJECT LINE SUGGESTION: Our Final Push for Food

Dear [Insert Name],

We are nearing the end of our food and fund drive with Lift UP. Let's end with a big bang!

Whether you've given before or haven't yet, please consider donating today!

The Holidays are right around the corner and we want to ensure access to healthy and nutritious food for our neighbors.

See below for donation drop-off locations for glasses and food:

[INSERT BARREL DROP OFF LOCATIONS]

See the most needed items for food drive:

1. **Whole Grain Pasta**
2. **Brown Rice**
3. **Any low Sodium Items such as broths, veggies, sauces, etc.**
4. **Canned Tuna, Canned Chicken, Canned Salmon, or any other Canned Meats**
5. **Nutbutters**
6. **Shelf Stable Milks**

You can also give virtually to our food drive for Lift UP here [[hyperlink to giving page](#)].

Every \$5 equals 15 meals for someone in need!

Thanks for partnering with us to ensure sight and food access for our neighbors!

