

SOCIAL MEDIA POSTS

Individual:

I am participating in IFPN's SNAP into Summer Challenge. For seven days I am going to live on a food budget of \$8.30 per day, which is the average amount people on SNAP (or Food Stamps) receive. Check out my SNAP into Summer Campaign to learn more (include link to your campaign page here) Every donation will help IFPN provide food to low-income families, especially SNAP families, in our community.

I am \$XXX towards my goal of \$X,XXX. Please consider donating to my campaign supporting Interfaith Food Pantry Network's SNAP into Summer Challenge (include link to your campaign page here) For one week, I am going to live on a food budget of \$8.30 per day to raise critical funds and awareness about the individuals and families in my community who are at risk of food insecurity.

Families:

My family is participating in the IFPN SNAP in Summer Challenge. For 5 days we are going to live on a food budget of \$8.30 per person, per day, which is the average amount people on SNAP (or Food Stamps) receive. Check out my campaign to learn more. Every donation will help IFPN provide food to low-income families, especially SNAP families, in our community.

TEXT

I am participating in IFPN's SNAP into Summer Challenge. For 5 days I am going to live on a food budget of \$8.30 per day. Check out my campaign to learn more (link to campaign page here). Every donation will provide food to those at risk of food insecurity in our community.

EMAIL

Dear XXXX,

I am participating in IFPN's SNAP into Summer Challenge. For seven days I am going to live on a food budget of \$8.30 per day, which is the average amount people on SNAP (or Food Stamps) receive. Check out my SNAP into Summer Campaign to learn more (include link to your campaign page here)

By participating in the IFPN SNAP into Summer Challenge, I'm hoping to raise funds and awareness about the thousands of individuals and families in my community who are at risk of food insecurity. Every donation will help IFPN provide food to low-income families, especially SNAP families, in our community.

My SNAP into Summer Challenge begins on XXX, XX and goes through XXX. XX (if I can make it!) My goal is to raise \$xxx in support of the Interfaith Food Pantry Networks' Healthy Choice Program. In 2021, IFPN distributed 1.5 million pounds of food to Morris County residents in need.

I believe we all deserve access to healthy food, which is why I am taking on this challenge.

Thank you for your support.

XXX

TIPS FOR FUNDRAISING

Once you've selected your start date, be sure to include it on your fundraising page. Share your page through all your social channels. Let the excitement and interest build and ask people to get on board funding your effort right away!

Plan a shopping trip to purchase your food for the week. Post a video or photo of your shopping experience. What's in your cart?

Share videos/photos of a typical day's meals. Were you able to afford any healthy food items?

Share creative ways you found to stretch your food budget?

By day 3, we imagine this will get pretty uncomfortable! Tell your fans and followers how you're feeling. You are definitely earning their donations!

Share about how you handle social situations. Did you have to decline? Or perhaps just decline to eat? Feel free to save the images and art found in the Gallery. They can be used in your social posts and on your fundraising page to inspire your supporters.

If eat food you had in the house prior to starting the Challenge, you must subtract the amount from your budget. Same goes for freebies. A friend buys you a latte? That gets deducted. Freebies aren't always available to people living on SNAP. You'll be experiencing, first hand, why IFPN's Healthy Choices Program is so important!

Helpful tip: Check out Leanne Brown's cookbook Good and Cheap: Eat Well on \$4/Day.