Thank you for registering to fundraise for Miriam’s Kitchen’s More Than A Meal Campaign!

Use this toolkit as a guide to maximize the impact of your fundraising campaign.

Contact Nikki Jafari at nikki.jafari@miriamskitchen.org 202-452-8926 x 285
ABOUT THE CAMPAIGN

"Miriam's Kitchen helped me get so much more than a meal"

Miriam's Kitchen has been a trusted resource for individuals experiencing homelessness in D.C. since 1983.

Our frontline staff is working tirelessly to build and implement the solutions to end long-term homelessness in our nation's capital and keep our neighbors safe, healthy, and informed.

But we need you on our side.

Homelessness is an urgent and ongoing crisis that disproportionally affects people of color. When you create your personal fundraiser, you are joining a movement dedicated to addressing hunger, racial injustice, and homelessness in our community.

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HOW TO GET STARTED

Customize Your Fundraising Page
Change your default photo, add a special message, and let people know why ending homelessness is important to you. Contact me at nikki.jafari@miriamskitchen.org for support.

Spread The Word
Begin your fundraising journey by asking others to make a donation to your page and help end chronic homelessness in DC. See page 4 for a list of fundraising tips!

Become A Champion!
Every dollar makes a difference. By fundraising for Miriam's Kitchen, you are a champion for ending homelessness. See pages 9 and 10 for more details on fundraising levels and incentives.
Get Social
Post a link to your fundraising campaign on your social media and email your friends and family. The average fundraiser generates over $500 when you spread the word!

Donate to Yourself
No matter the amount, a donation to yourself will show your supporters how much you care about ending homelessness.

Donate Your Birthday
(or any other special day) to Miriam’s Kitchen. Share your personal fundraising link and ask for donations in place of other gifts.

Get Creative
If you reach your goal, will you dye your hair? Wear a silly outfit in public? Post a funny picture of yourself on social media? The possibilities are endless!

Stay Motivated
Life gets busy! The average person needs to be reminded several times before they make their donation. Consistent updates and thank yous are key!
Copy and paste the sample text below to help you raise money through your social media channels. Include a picture when applicable!

Miriam's Kitchen has the generational opportunity to end housing for 2,900 individuals in Washington, DC. I'm fundraising for @MiriamsKitchen to help them expand their programs and end chronic and veteran homelessness. Every dollar makes a difference - thank you in advance! Donate here at [Insert Fundraising Link]. #MiriamsKitchen #EndHomelessness

Dear family and friends, Miriam's Kitchen has the generational opportunity to end housing for 2,900 individuals in Washington, DC. They're fired up, ready to take the next step, and excited to level up! I'm supporting @MiriamsKitchen to help them level up their programs and resources to end chronic and veteran homelessness in DC. Can I count on you for your support? Donate here at [Insert Fundraising Link]. #MiriamsKitchen #MoreThanAMeal #EndHomelessness #LevelUp #GameOn

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SAMPLE
FUNDRAISING
ASK

Dear Friend,

Imagine you’re playing a video game and successfully overcoming its series of obstacles. You’re now ready to level up, take the next step, and move on to the next level. At Miriam’s Kitchen, we’re not playing a video game, but we’re ready to level up.

This year, anti-homelessness advocates leveled up in our fight to end chronic homelessness, resulting in a generational opportunity to end chronic homelessness in Washington, DC, and we’re almost there. But we need your help to get us over the threshold.

Nearly 40 years after opening our doors, Miriam’s Kitchen proudly serves as a trusted resource for those experiencing homelessness DC as we continue to provide healthy, made-from-scratch meals that serve as a gateway to our intensive housing and social services. Now that we’re moving to the next level of the game, we need more players to help us bring home the win.

That’s why joined this year’s More Than a Meal campaign and am fundraising for Miriam’s Kitchen. Every dollar counts in the fight to end homelessness and so I appreciate any help you can provide.

Thank you for your support, and game on! [insert link]
September 6: More Than A Meal fundraising campaign begins

September 15: Campaign Kickoff Happy Hour at Hotel Hive

November 12: Run 4 MK at the C&O Canal in Georgetown

November 15-29: Hunger and Homelessness Awareness Week

November 17: GuestFest at Kogan Plaza

November 30: Giving Tuesday

December TBD: Celebration Event
CHAMPION LEVELS

Raise $500 to become a 
Meals Sponsor
- Help sponsor 300 nutritious and delicious meals

Raise $750 to become a 
Health Promoter
- Help us improve the mental and physical health of our guests

Raise $1,000 to become a 
Community Connector
- Help us provide technology that connects guests to supportive services, friends, and family

Raise $1,500 to become an 
Equity Advocate
- Spark housing equity tackling the root causes of homelessness

Raise $3,000 to become a 
Housing Champion
- Help individuals obtain keys to unlock their first home in years
CONTACT ME

I am your biggest fan and happy to support you in any way possible.

Thanks for being you, and game on!

Nikki Jafari

Digital Fundraising & Engagement Coordinator

nikki.jafari@miriamskitchen.org

(202) 452-8926 Ext.285

It starts with a meal. The goal is housing.