

Your Fundraising Toolkit



Thank you so much for your interest in fundraising for WCK! We are fortunate to have generous and enthusiastic supporters around the world who help us provide comforting meals for people in need.

WCK is first to the frontlines, providing meals in response to humanitarian, climate, and community crises.

Thank you for your belief and trust in our mission.

WCK recognizes the power of community and welcomes our supporters to set up fundraising pages to help fuel our efforts. These fundraisers can be shared with friends, family, and community members for donations. This toolkit provides resources to help you fundraise on behalf of WCK.

If you have any questions, please reach out to fundraise@wck.org.



WCK.ORG

How to Set Up Your Fundraising Page

Visit our [Fundraising for World Central Kitchen](#) page to create your fundraising campaign.

iNuestra página también está disponible en Español [aquí!](#)

Select **As an Individual** if you're fundraising:

- ☒ On your own
- ☒ As a singular organization or entity

Select **Create a Team** if you're fundraising:

- ☒ As a collaborative (multiple people/ organizations fundraising towards a common goal)
- ☒ Across teams/departments within an organization
- ☒ You welcome others that visit your page to join you in fundraising towards your goal

Once you select the correct fundraiser type, create your campaign by setting your fundraising goal and campaign end date. Click "I'm fundraising in honor of someone else" if you would like to fundraise in honor or in memory of an individual or you would like to remove the fundraising goal from your page. You'll be able to customize your page with pictures, videos, and stories to get your community excited about supporting WCK.

About WCK: Resources

Please feel free to use any of the resources listed below in your fundraising efforts.

If you plan on creating standalone marketing or communication materials that are separate from your page, please share with fundraise@wck.org for feedback and final approval.

WCK MEDIA KIT

Click [here](#) to access our logos, boilerplate language about our programming, and brand usage guidelines. If you are using the WCK logo, we ask that you refrain from using the word “partner” since we use that term to describe those that we work with on the ground. Instead, to be clear that WCK is the beneficiary of your efforts, please use terms like “supporting,” “benefiting,” “fundraising for,” or something similar.

GENERAL WCK TALKING POINTS

- World Central Kitchen is a nonprofit organization **that provides fresh meals in response to humanitarian, climate, and community crises.**
- **We believe food is a universal human right.**
- **We respond with the urgency of now** because when people are hungry, it cannot wait. We must act now.
- We know that **a nourishing meal in a time of crisis is so much more than a plate of food**—it’s hope, it’s dignity, and it’s a sign that someone cares about you and that you are not alone.

DONATE TO WCK QR CODE

For in-person events or other promotions, use this code to direct donors to our main donation page.



Please note that this code only scans to our [main donation page](#), and will not be connected to your fundraising page. If you’d like to make your own QR code, you can use a [free QR code generator online](#) to link to your fundraiser.

Promoting your Fundraiser: Email

Sharing your fundraising page via email is a great way to keep your community engaged and updated. Here is an email template that can be used to share information about WCK and your fundraiser:

EMAIL TEMPLATE

Subject Line: **I’m fundraising for World Central Kitchen’s efforts around the world—join me!**

Dear amazing friends, family, and community,

I’m excited to announce my fundraiser for World Central Kitchen (WCK), and I hope that you can support me. For over a decade, WCK has been first to the frontlines, providing meals in response to humanitarian, climate, and community crises.

Through volcanic eruptions, hurricanes, explosions, humanitarian crises, and the COVID-19 pandemic, WCK has provided hundreds of millions of fresh, nourishing meals for impacted communities. A donation to my campaign would go a long way to support communities with dignity and hope in their time of greatest need.

As powerfully stated by WCK founder Chef José Andrés, “Wherever there’s a fight so hungry people may eat, we will be there – we must be there.” Please consider supporting my fundraiser or sharing my page to raise support among your network as well. Looking forward to what we’re able to accomplish together.

Thank you,

(Fundraiser Name)

Promoting your Fundraiser: Social Media

Feel free to use [these images](#) to share your fundraiser on social media! Below are some captions you can use with your images. Remember, this is your fundraiser, personalize what you share. We encourage you to tag @WCKitchen on Instagram and Twitter, but please understand that we are unable to engage with every post. We appreciate your support and help in spreading the word about our work.

Suggested caption text:

I'm raising money for @wckitchen (Twitter & Instagram) or /WorldCentralKitchen (Facebook), an organization that provides freshly prepared meals in the aftermath of disasters across the globe. They've served hundreds of millions of meals and I'm asking you to help them keep cooking! Donate on my fundraising page here: [LINK](#)

Suggested caption text:

World Central Kitchen provides fresh, chef-prepared meals to families after hurricanes, wildfires, earthquakes, and more. Join me in helping them provide nourishing plates of food during someone's greatest time of need. Donate on my page here: [LINK](#)



HELPFUL LINKS

WCK Website: wck.org | Your fundraising [LINK](#)

ACCOUNTS TO TAG

@wckitchen (on [Twitter](#), [Instagram](#))

/WorldCentralKitchen (on [Facebook](#))

HASHTAGS TO USE

Feel free to use our hashtags for what inspired you to support WCK, such as #ChefsForUkraine

Fundraising Tips and Tricks

1

Start Small & Start Close

Think about starting your fundraiser with the people closest to you. Friends and family are great resources that can add visibility and support to get your fundraiser off the ground.

2

Share Your "Why"

Fundraising is an opportunity to share your values and vision of the world you'd like to help create. Be sure to add your personal connections to WCK's work.

3

Check for Employer Matches

If you're planning to fundraise in your office, check to see if your employer is willing to create (or has already created) a matching program for charitable organizations.

4

Contextualize the Donation

All donations help provide meals for families in need. Even a \$3, \$5, or \$10 gift makes a difference - any amount can help WCK provide a meal for someone in the days and weeks following a disaster.

Frequently Asked Questions

What does the money I raise go towards?

All of our fundraisers support our mission of being first to the frontlines, providing meals in response to humanitarian, climate, and community crises. Read more about our current relief efforts [here](#).

Can I collect cash and check donations towards my fundraiser?

Absolutely. Once you have a final tally of your physical donations, please send an email to fundraise@wck.org, detailing:

- ✓ Each individual donor's name
- ✓ The donation amount
- ✓ The check number
- ✓ If they'd like to make their donation anonymously

After providing those details, the donations can be added to your online total.

How can I thank my donors?

There are two ways to thank your incredible donors:

- 1 By interacting with them in the comments section of your page's activity feed.
- 2 By clicking on Manage, and navigating to the Donors tab. From here you can send emails to all donors that provided an email address.

Will my donors get a receipt?

A donation receipt is automatically sent upon completion of a donation, but please reach out to fundraise@wck.org, and we'll be happy to resend a receipt to any of the people that donated to your fundraiser.

Can my organization talk about our fundraiser for WCK?

Yes, absolutely. We do ask that if you are posting something publicly, you send it to us for a quick courtesy review. We just want to make sure that our work is being accurately presented as our efforts can change very quickly.

We also ask that you refrain from using the word "partner." WCK uses the term partner to describe those that we work with on the ground, so we prefer that with any mention of WCK, you include the terms "supporting," "benefiting," "fundraising for," or something similar.

Can we include WCK in a press release? Or would WCK include us in a press release about our fundraiser?

WCK does not issue press releases. However, we welcome you to share your support in a press release of your own. We ask that you not include WCK boilerplate language, but we are happy to review any mentions of WCK.

Can WCK promote my fundraiser?

WCK's social media feeds and other communication channels are focused on WCK's work on the field; therefore, WCK cannot promote individual fundraisers.