TEAM FEED | FEEDING AMERICA



What is Team Feed: Meals for Miles?

Join Feeding America's Team Feed in its first fitness campaign as we challenge you to go the distance in the fight against hunger by trekking 53 miles to help raise awareness and provide meals for the 53 million children, families and individuals who relied on charitable food assistance in the United States. Together as Team Feed, we can provide at least 1 MILLION meals and travel 3,000 miles to go the distance from east coast to west coast delivering meals to those in need as part of the anti-hunger movement aiming to end hunger by 2030.

Every $1 raised helps provide at least 10 meals to neighbors in need. Your choice to run, walk, bike, swim or row can help rally funds for programs at the front lines of hunger that get food to people where they and when they need it most.

Whether you're participating virtually or as part of an in-person event, individually or as a team – anyone can participate in this activity challenge! Together, we can make progress on our personal fitness journeys while having fun and making a real difference rallying support for the nation's largest domestic hunger-relief organization and food bank network.

To help drive your community into action, you can utilize Activity Tracking. This allows fundraisers to connect their activity goals with their fundraising goals. As you track your progress and share updates with your community, you can either input your fitness updates manually or utilize your Strava, Fitbit, or Garmin fitness trackers and accounts to sync with your fundraiser.

Getting Started & Inspired!

The help make your fundraiser a success, below are a few ideas to help frame your desired impact and inspire your community to support your Meals for Miles campaign in the fight against hunger:

- **Framing You Impact and Setting Goals**
  - When framing your fundraiser, center your goal around how many meals you wish you and your supporters to collectively provide for those in need by using the $1 = 10 Meals formula. For example, if you wish to help provide at least 5,000 meals, you will need to set a goal of $500 raised to translate that impact. Motivating your community to help by contextualizing the end goal of providing X number of meals goes a long way.

  - You can always start your fundraiser with a smaller goal that seems more achievable and plan to increase as you progress by planning different milestones to build momentum and keep bringing back support! For example, set a goal of providing 1,000 meals ($100 raised) and then raise it by 1,000 meal increments until you complete your 53-mile challenge. You can always edit your goals and milestones after publishing and going live.

- **More Ideas for Fundraising:**
  - To help inspire giving, encourage your friends, family, and network to donate $1, $5, or $10 for every mile you trek on behalf of your fundraiser. You can incentivize them by allowing people who donate to select a distance-based or silly challenge of your choice like wearing a tutu or dyeing your hair orange if you hit a specific milestone. You can use tools like polls, milestones, targets, and rewards to make set-up and tracking easy.

  - You can also tie your activity challenge fundraiser to volunteering activities for or at your local food bank! For example, as part of your activity-tracking fundraiser, you can sync your distance-traveled or time spent being physically active sorting donated food, delivering meals, community gardening etc. with your fundraiser to inspire donations and show the amount of hard work it takes to fight hunger in the United States.

  - Already a part of a marathon, triathlon, or other athletic competition? You can easily incorporate a Meals for Miles fundraiser to help raise funds as you compete. You can tie in specific competition milestones, fun challenges, and fitness goals – you can even create a joint fundraising team if you have friends and colleagues participating!

How to Join with a Team Feed Fundraiser on Tiltify

Whether you are new to Tiltify or already have an account, you can set up a fundraiser in 9 easy steps.
https://info.tiltify.com/support/solutions/articles/43000677467-creating-a-fitness-campaign

- Visit www.tiltify.com/feedingamerica and click "Start Fundraising" to create an account or sign into your existing account.

- Next, choose "Team Feed: Meals for Miles" as the fundraising event you wish to join. If you are fundraising by yourself, please select "Individual Campaign". If you are looking to create or join a team, select "Team-Based Campaign". Guidance on creating and joining a team-based fundraising campaign is available here.

- Once determined, select "Fitness" as the campaign type you wish to setup. Once you have set up your digital fitness options, you will be asked to enter the required basic information like your campaign name and fundraiser description. You can always edit later. If unsure of what to write for your fundraiser description, here is an example of copy you can use:

  No one should go without a meal, yet more than 53 million people in America face hunger. I created this Meals for Miles fundraiser to join Team Feed and help Feeding America provide these much-needed meals to our neighbors through its network of 200 food banks and 60,000 food pantries and meal programs. Every $1 donated helps provide at least 10 meals. It only takes a little to make a big difference. Will you help me fight hunger as I trek 53 miles to help provide meals for those in need?

- Once you click Continue, you'll now be given the option to connect a digital fitness app to your campaign. Currently, you can connect Strava, Fitbit, or Garmin to import and sync your activities. You can also input your fitness progress manually.

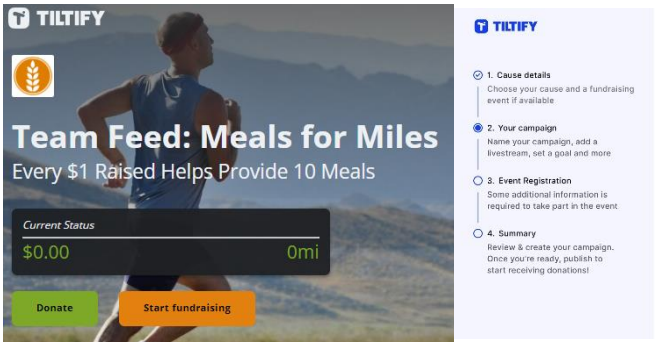
- Now you can add your fitness goals. There are common options like Running, Walking, and Cycling, as well as other options. For this challenge, we are asking people to set a goal of 53 miles total for the duration of their campaign but if that seems daunting, you can pivot to just tracking time spent, i.e., 53 hours, being active as the activity metric for your fundraiser.

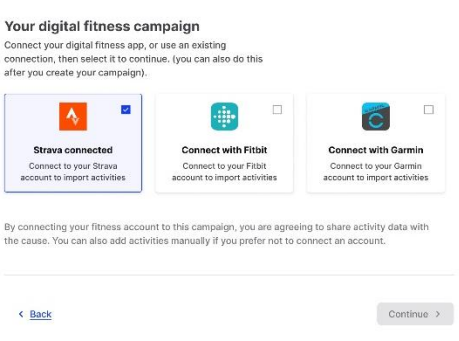
- Once set, you will be prompted to add more details like adding an image, livestream, event start date, etc. but you can skip that information to add or edit later. You'll also be prompted to add your campaign fundraising goal. Note that the minimum goal for fundraising as a part of Meals for Miles is raising $100 which provides 1,000 meals.

- Once ready, make sure to click "Create & Publish" to make your campaign publicly viewable. Please note that if you hit "Create", it still needs to be published from your dashboard before donations can be received.

- In your campaign's dashboard, edit and finalize your campaign details, as well as find URL links for sharing and donating to your fundraiser. You can also add incentives and create custom livestream overlays through your dashboard.

- Once published, start spreading the word as to why others should help fight hunger and regularly provide updates to your community on your 53-mile progress! You can share your campaign donation URL with your friends, family, and network on your social media channels to raise funds and drive awareness for your campaign. Remember – get creative and put the fun in fundraising!
  I. *If livestreaming your fundraiser on Twitch, consider adding the Tiltify Donations Extension to your Twitch channel to help.*





Available Promotional Assets for Use

To help maximize your impact, below is a list of downloadable assets that you can use to help promote on social media, incorporate into a livestream overlay, create graphics to spread the word, and more!

- **Team Feed | Feeding America Logo**
  - *JPEG* | *PNG (Color)* | *PNG (White)* | *PNG (Black)*
- **Social Media Photos**
  - *Facebook Photos* | *Instagram Story Photos* | *Twitter Photos*
- **Videos to Share**
  - Elevating Voices to End Hunger Together (2:08) | YouTube Channel Video Library

Helpful Talking Points to Share

- Feeding America is the nation's largest hunger-relief organization with a network of 200 food banks and 60,000 food pantries and meal programs. So where does Team Feed come in? Team Feed is Feeding America's online fundraising community and grassroots movement made up of an amazingly diverse and inclusive coalition of individuals coming together to fight hunger in the U.S.

- With 53 million people relying on charitable food assistance last year, Team Feed has become an important and impactful way individuals and communities across the country can help provide meals to neighbors in need and join the fight against hunger nationally by hosting virtual food drives that support our national network and mission through a variety of creative campaigns.

- **Every $1 donated and raised helps provide at least 10 meals for those in need.**

- Instead of hosting a traditional food drive collecting dry and canned goods, a virtual food drive fundraiser has an even greater impact in providing meals to neighbors because funds raised allows Feeding America to turn a donated dollar into more meals than if you donated food you'd purchase at the store.

- Feeding America's mission is to advance change in America by ensuring equitable access to nutritious food for all in partnership with food banks, policymakers, supporters, and the communities we serve.

- Rather than paying retail prices, the Feeding America network works with major manufacturers, retailers, and farmers to secure healthy foods and combat food waste.

- With supply chain disruptions and costs rising, cash donations make a big difference in ensuring that the Feeding America Network has the financial support needed to stay strong and continue serving nearly every community in all 50 states, Washington D.C., and Puerto Rico.

- The **Feeding America nationwide network of food banks** and food programs helps millions of people find food and grocery help in their communities every year. You can find your local food bank by searching our network here: https://www.feedingamerica.org/find-your-local-foodbank

- Many households that experience food insecurity do not qualify for federal nutrition programs and visit their local food banks and other food programs for extra support.

- Hunger in **African American**, **Latino**, and **Native American** communities is higher because of systemic racial injustice. To achieve a hunger-free America, we must address the root causes of hunger and structural and systemic inequalities.

- If you or someone you know is in need of assistance, connect with your local food bank to learn about upcoming free food distributions and to apply for national food programs.