

Outpace Hunger How-To Guide

mannafoodbank.org/outpace-hunger
#outpacehungerwnc



WHAT

For decades, MANNA FoodBank has been working to outpace hunger and food insecurity all across our mountains. Now we have a fun, new way for you to Outpace Hunger alongside of us!

Outpace Hunger participants are invited to:

- Choose a favorite activity -- run, walk, roll, stroll, hike, bike, paddle, climb, float, skate, golf, and everything in between.
- Set a goal to reach.
- Invite friends and family to support your efforts.

WHEN

Outpace Hunger launches March 25, 2021. Participants can complete their goal any time during the campaign end on October 31, 2021. That's the beauty of Outpace Hunger - you get to decide!

WHO

Everyone! Ages 8 to 88, professional athletes and couch potatoes alike - grab your friends, family, coworkers, and neighbors to join in. Anyone from anywhere in the world who cares about folks in WNC having access to healthy food is invited to participate.

HOW

STEP ONE: REGISTER AS A PARTICIPANT OF OUTPACE HUNGER (\$20)

- Visit MANNA's Outpace Hunger Registration Page [HERE](#).
- Individuals, choose one (1) individual registration. At checkout, you'll be asked to provide your t-shirt size.
- Families/groups/teams, choose the number of people participating. At checkout, you'll be asked to provide t-shirt sizes for all members of your group.

Want to participate in Outpace Hunger but currently experiencing a financial hardship? MANNA has you covered! Choose the "Current Hardship" registration for one (1) no-cost, no-questions-asked, individual registration.

STEP TWO: SET UP YOUR PERSONAL FUNDRAISING PAGE

- Once you're registered, you'll receive a confirmation email with all the details you need to set up your page. (If you misplace your email, please [VISIT THIS LINK](#).)
- Individuals, your email will contain instructions for customizing your page, as well as the link that you'll share with friends and family as you work towards your goal.
- Families/groups/teams, you'll be able to designate a "Team Leader" who will then establish your Team Page, and invite the other members of your group to create their page too.

STEP THREE: SHARE WITH FRIENDS AND FAMILY

- Now you're ready to invite your network of friends, family, neighbors, and colleagues to follow along and support you in your Outpace Hunger adventure! Share the link to your personal page, where folks can easily make a donation in support of your goal.
- Looking for ideas on how to fundraise? Check out the next page!

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IDEAS FOR SETTING YOUR GOAL

There isn't just one way to use your passion to feed people. How you do it is up to you! Here are some ideas to get you started.

Feed People & Your Passion

**OUT
PACE
HUNGER**



Someone passionate about walking or hiking might set a goal to walk or hike 30 miles in 30 days, and then ask their friends and family to support them with \$1.00 per mile to help provide food to neighbors who need it. Every \$30 = 120 MEALS!



Someone passionate about kayaking might set out to kayak four different rivers or lakes during June and July, and their friends and family support them by donating \$20.00 for each lake or river run that they complete. Every \$20 = 80 MEALS!

KICK-START YOUR FUNDRAISING

Looking for ways to spin your fundraising into high gear? We've got you covered!



Know Your "Why"

Why does hunger matter to you? Why are you moved to participate in Outpace Hunger? Share with passion why you personally support MANNA's mission and vision for a hunger-free WNC.



#GetSocial

You can reach thousands by sharing your personal fundraising page and progress with your networks. Don't forget to use the hashtag #outpacehungerwnc



Grow Your Impact

Matching gifts are a great way to double your impact! Check to see if your employer might match the funds you raise. Or, encourage them to form an Outpace Hunger team!



Keep It Personal

Snail mail and handwritten notes are a special way to go the extra mile in asking your contacts to give. Personalize your notes to share why you're supporting MANNA and Outpace Hunger.

FREQUENTLY ASKED QUESTIONS

When will I receive my Outpace Hunger t-shirt and sticker? If you are registered by Sunday, April 25, your items will be sent to the address you provided at checkout no later than Friday, April 30. For everyone who registers after April 30 and beyond, we will continue to send shirts and stickers on the first and third Wednesdays of every month, through October 31, 2021.

How can someone support my fundraising with a check instead of a credit card? Supporters who wish to contribute via check can send it to MANNA FoodBank, 627 Swannanoa River Road, Asheville, NC 28805, with "Outpace Hunger" and the supporters name in the memo line. And, if a supporter prefers to give their credit card information over the phone instead of online, call Libby Barker at 828-299-3663.

How do I make changes or updates to my fundraising page once I've set it up? Please refer back to the confirmation email you received when you registered. Or, visit 4agc.com and click "Log in as a Fundraiser User" where you can access your page using the email and password you established.

I'm not really that active, but I'd like to participate in Outpace Hunger. What do you suggest?

We recognize that not everyone is interested or able to Outpace Hunger in some of the ways we've suggested, but you can still feed people and your passion!

- Set a goal that's not activity-based. Maybe you'd like to read 20 books over the next 20 weeks? Outpace Hunger is something you can make work for you.
- Donate to a friend or family member that's participating, knowing that for every \$1 donated, you're helping to provide 4 MEALS for a neighbor in WNC.
- Share the [Outpace Hunger sponsorship opportunities](#) with your employer.



Have more questions, need help, or just want to bounce around some ideas about how you or your organization can Outpace Hunger? Contact:

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