

SECOND HELPINGS ATLANTA

Become a Day of Giving Champion

A step-by-step guide to fundraising for Second Helpings Atlanta

Day of Giving: Thursday, November 5, 2026

Every day, Second Helpings Atlanta rescues healthy, surplus food and delivers it to nonprofit partners that feed our neighbors in need. On Day of Giving, you can multiply your impact by becoming a **Champion**: a supporter who sets up a personal fundraising page and asks friends, family, and coworkers to give.

You don't need fundraising experience. Most people only need to share their link a few times. This guide walks you through every step, and it takes about 15 minutes to get started.

YOUR GIFT GOES TWICE AS FAR

Every dollar donated, up to \$20,000, will be matched. A \$25 gift becomes \$50 for neighbors in need.

Step 1: Sign up as a Champion

- Go to our [Day of Giving page](#).
- Click **Be a Champion**.
- Enter your name and email and create your account. GiveSmart will build your personal fundraising page automatically.
- Want to fundraise with friends, coworkers, or your volunteer crew? Create a team or join an existing one during sign-up.

Step 2: Set your goal

We suggest a personal goal of at least **\$250**. That's just 10 friends giving \$25 each. Every \$25 helps rescue 100 meals for neighbors across metro Atlanta. **With the match, your \$250 becomes \$500, enough to rescue 2,000 meals.**

Pick a goal that feels reachable. You can always raise it once you hit it, and that's a great reason to post again.

Step 3: Make your page personal

Your page comes with our story already filled in. Adding a few words of your own is what makes people give.

- **Add a photo.** A picture of you, or of you volunteering with SHA, works best.
- **Tell people why you care.** Two or three sentences is plenty.
- **Mention the match.** Let people know their gift will be doubled.

Sample "why I care" text

"Did you know tons of good food in Atlanta goes to waste while our neighbors go hungry? Second Helpings Atlanta rescues that food and gets it to people who need it. I'm fundraising for Day of Giving because no one in our community should go without a meal. Every dollar given, up to \$20,000, will be matched, so your gift goes twice as far. Will you help me reach my goal?"

Step 4: Kick things off with your own gift

Make a donation to your own page, at any amount. People are more likely to give to a page that already has momentum, and it shows you believe in the cause. Your gift is matched too!

Step 5: Spread the word the week before

Start sharing your page in the days leading up to Day of Giving. Email and personal text messages usually bring in the most gifts, so start there before moving to social media. **Be sure to tell people that every dollar, up to \$20,000, will be matched.** A match is one of the best reasons to give.

- Send a personal email or text to 10-20 people you know.
- Use the Facebook, LinkedIn, Instagram, and other share buttons on your page.
- Ask a few early donors to share your page too.

Sample email or text

Hi [Name],

*On Thursday, November 5, 2026, I'm fundraising for Second Helpings Atlanta's Day of Giving. They rescue surplus food and deliver it to organizations feeding our neighbors in need. **The best part: every dollar given, up to \$20,000, will be matched, so your gift goes twice as far.** Would you help me reach my goal of \$250? Any amount makes a difference.*

Here's my page: [your link]

Thank you!

Step 6: Go all in on Day of Giving

Day of Giving is our biggest day of the year, and your posts matter most here. Plan to share your link at least three times during the day, and remind people in every post that their gift will be matched:

When	What to post
Morning	"It's Day of Giving! Today every dollar given, up to \$20,000, will be matched. That means your gift goes twice as far to rescue food for neighbors in need. Will you help me hit my goal?" + your link
Midday	A progress update: how much you've raised, how close you are, and a thank-you to the people who have given. Remind people that gifts are still being matched.
Evening	Last call: "Just a few hours left to help me reach my goal, and to have your gift doubled before the match runs out!" + your link
Next day	A big thank-you post with your final total, including what it added up to with the match

- **Watch the leaderboard.** Your page and the campaign totals update live with every gift.
- **Tag Second Helpings Atlanta** in your posts so we can cheer you on and share your updates.

Step 7: Say thank you

Thank every person who gives, with a quick text, email, or comment. Then share your final total when Day of Giving wraps up, and let donors know their gifts were doubled by the match. A simple thank-you goes a long way, and it makes people glad they gave.

Quick tips for success

- Lead with the match. "Your gift will be doubled" is one of the most powerful things you can say.
- Make it personal. A direct ask to someone you know beats a general post every time.
- Don't be shy about following up. Most people mean to give and simply forget, so a friendly reminder helps.
- Share updates as you go ("I'm halfway there!"). Progress motivates people to join in.
- Have fun with it. Your enthusiasm is contagious.

Questions?

We're here to help. Contact Jack at jacksteig@secondhelpings.info or Mary Beth at marybethking@secondhelpings.info.

Thank you for helping us drive out hunger, one mile at a time.