



<https://HolyApostlesFast-A-Thon2017.causevox.com>

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rebrand.ly/fastathon17



At every weekday lunch time, hungry New Yorkers line up at Holy Apostles Soup Kitchen for the only meal they will be eating that day. So that's why, in solidarity with the 1.4 million food insecure who live in our city, we are eating only one meal on November 16th, the Thursday before Thanksgiving.

You can join our **#HungryforChange** movement by signing up on-line to raise awareness about hunger, and raise much needed funds for New York's largest soup kitchen.

Hunger is not going away anytime soon, but together we can make sure a hot meal continues to be ready for anyone who comes to our door.

We need your help today. Sign up by logging on to our fundraising website at <https://holyapostlesfast-a-thon2017.causevox.com>

Details and Fast Facts for F.A.Q.s to make your Fast-A-Thon campaign a success are on the other side of this flyer.

FAST-A-THON

FUNDRAISER

FACTS for F.A.Q.s

Here are some suggestions to help you raise awareness, reach your personal Fast-A-Thon fundraising goal, and be a part of our overall Fast-A-Thon success.

Start now! Create your own fundraiser campaign page at <https://HolyApostlesFast-A-Thon2017.causevox.com> or rebrand.ly/fastathon17. Once at our general campaign page, click on "Sign up" or "Create a Fundraising Page". You'll be prompted with sample language to help you set up your campaign page, and you can add your own personal touch that explains why helping hungry and homeless New Yorkers is important to you.

Create or Join a Team. While setting up your campaign page, you can also create or join a current fundraising team at work, school, or just with friends. This makes it more fun, and provides a built in support network for your goals.

Begin your social media campaign. Awareness-raising starts here! Start posting and tweeting your campaign page URL to your social network. We have a social media kit with suggested language, hashtags and graphics at the bottom of the Causevox page, and on the Fast-A-Thon event page on our Holy Apostles Soup Kitchen website.

Email your campaign page URL to all your contacts and ask for their support. In the body of your brief email introducing your page, write about why you have joined Fast-A-Thon. It is important for your contacts to know that by sharing your campaign page with their friends and family, they are also supporting the success of your campaign. You can also suggest that they join Fast-A-Thon too!

Support the General Campaign with us. When you send us your photo with a short quote about why you are hungry for change, we will post it on our social media pages and link to your campaign page directly. That way, you will have the support of the entire The Holy Apostles Soup Kitchen social media community.

Keep the momentum going between now and November 16th! Update your friends and family about your fundraising progress, and tell them how you are preparing to eat only one meal on November 16th, (we will also be emailing you tips about fasting, such as staying hydrated).

Don't shy away from competition! To make things fun, we are rewarding our top 3 individual fundraisers with fun gifts. Find out more about this new incentive when you sign up on-line.

Let your Fast-A-Thon efforts be a meaningful way to remember, recognize or honor your loved ones. Let us know if there is someone or something you love and want to honor by sponsoring soup kitchen meals with your Fast-A-Thon funds on a particular, special date through 2018 and we will share it with our community at that time.

On November 16th, let's really get the conversation cooking about hunger in New York! Remind your supporters it's the big day. Post about your personal fasting challenges as the day goes along. Add some stats about hunger. Tag us on social media and we'll repost and retweet with your campaign page link for people to support you. In a team that's fasting together at work or school? Take a group photo with our "Hungry for Change" signs!

We are here to support your fasting and fundraising. Simply email Hannah at halbee@holypostlesnyc.org or Adrienne at alang@holypostlesnyc.org with your questions. If you need technical support, you can contact us or simply reach out to CauseVox directly at support@causevox.com. On behalf of all our guests, thank you for taking part in this year's Fast-A-Thon!

Holy Apostles Soup Kitchen's annual Fast-A-Thon is a marathon style fundraiser which requires the commitment of individuals and teams to raise money for the soup kitchen's meal program, and to raise awareness about hunger. In solidarity with hungry New Yorkers, fundraisers eat only one meal on November 16th. Beginning in September, "Fast-A-Thoners" ask their friends, family and social network to support their Fast-A-Thon campaign. This is primarily an on-line fundraiser. On-site, volunteer groups and individuals rally to support each other and the overall campaign during the soup kitchen's serving hours.