

**4<sup>th</sup> Annual Charity Fundraiser**  
benefitting  
**The Maryland Food Bank**  
Fall / Winter 2023



Event "Slick-Sheet"  
Overview and Instructions



Charity  
Fundraiser  
Benefiting



## PROGRAM OVERVIEW



### Step 1:

Your company signs up!  
(extra-simple quick signup!)

**REGISTER**



### Step 2:

You donate on your company page!



**DONATE**



### Step 3:

Your company makes a matching donation!



**MATCH**



### Step 4:

Anonymous benefactor makes an additional matching donation!



**SUPER-MATCH**



### Step 5:

Local families eat!  
(can't be better than that)



**FEED**

Scroll down for easy sign-up instructions and more information on each step.



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# REGISTER



## Step 1:

Your company  
signs up!  
(extra-simple quick  
signup!)

- **Your company must register!**  
(yes, encourage your leaders to participate)
- **Registration is easy!**
- **Just send an email...**
  - a) [Click for Pre-Formatted email](#)
  - ...OR...
  - b) Use the "Email Template"  
(text to the right)
- **We handle the rest!**

## EMAIL TEMPLATE

**TO:** "Lauren Tolstoi" [ltolstoi@mdfoodbank.org](mailto:ltolstoi@mdfoodbank.org)

**CC:** "ICC Feeding Maryland" [donate@icfeedingmaryland.com](mailto:donate@icfeedingmaryland.com)

**SUBJECT:** "New Company Page Request (Maryland Food Bank / ICCFeedingMaryland)"

**BODY:**

Attn: Maryland Food Bank & IC Companies Feeding Maryland,

The following company would like to contribute to the IC Companies Feeding Maryland funding drive to benefit the Maryland Food Bank. As requested, please see the following information:

- 1) COMPANY NAME: < \*\*\* please enter company name as you would like it shown >
- 2) COMPANY POC NAME: < \*\*\* please enter persons name >
- 3) COMPANY POC EMAIL ADDRESS: < \*\*\* please enter email address >
- 4) COMPANY DESCRIPTION (Optional): < \*\*\* please enter description >
- 5) COMPANY LOGO =>> ( \*\*\* Please attach - 200x200 pixels is ideal)

Thank you,

< \*\*\* please enter sender name & title >



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**Step 1:**  
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**Step 2:**  
You donate on your  
company page!



## DONATE

- Once your Company-specific “Maryland Food Bank Donation Page” is created; we will provide you with sample emails / posts you can use to share your page!
- Employees, family, and friends can visit and make donations.
- All donations are web based and all processing handled securely by Maryland Food Bank directly.



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**Step 1:**  
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**Step 2:**  
You donate on your  
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**Step 3:**  
Your company makes a  
matching donation!



# MATCH

- Your company makes matching contribution!

(note: company matching based on company discretion and policy)





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## SUPER-MATCH

- We then add up all donations plus company matching.
- Then an anonymous benefactor matches all donations.

WOW!!!



### Step 4:

Anonymous benefactor  
makes an additional  
matching donation!



### Step 5:

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# FEED HUNGRY PEOPLE

- 100% of funds go directly to the Maryland Food Bank.
- Your donation is local...all money supports our community.
- You and your company can be part of an amazing effort that raises a lot of money to help fight food insecurity in Maryland!

Step 1:  
Your company  
signs up!  
(extra-simple  
signup!)



## Step 5:

Local families eat!  
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<https://www.mdfoodbank.org>



<https://www.iccfeedingmaryland.com>

[donate@iccfeedingmaryland.com](mailto:donate@iccfeedingmaryland.com)