



Third-Party Event Toolkit

You can support West Michigan kids by hosting a third-party fundraiser that is tailored to you and your passions! From concept to execution, you are the host of this event with access to assistance from Kids' Food Basket! Below are successful events that have helped nourish children to reach their full potential!

Hospitality:

Dine-outs are a favorite among our West Michigan hospitality partners. Local restaurants set a promotional period where a percentage of proceeds/sales or a unique menu item supports KFB.

Fitness:

We encourage gyms and wellness organizations to bring their talents to our mission. Fitness partners can host a donation-based class where attendees gift money or Wish List items to participate.

Other:

There are a variety of ways to help KFB by hosting an event. The options are endless and up to you! Some successful ideas are listed below.

- Giveback event at your business
- Roundup at a point of sale
- Yard sale
- Wish List drive
- Bag decorating event
- Bake sale, craft show or fashion show
- Golf outing

How to get started:

1. Choose your event.
2. Select a date for your event.
3. Email events@kidsfoodbasket.org with all event details. Please include the event type, date, time, location, method of donation, promotional materials (if applicable) and social media handles (if applicable) for who is putting the event on.
4. We will confirm we have received your event information within three business days.

How KFB will support your event:

We are happy to promote the promotion of your event on social media when you promote your event and tag us! Please be sure to tag @kidsfoodbasket so we can engage and share the word. In addition, we will add your event to our website calendar. We are grateful for your support and want to make your event a success!



kidsfoodbasket.org | kidsfoodbasket@kidsfoodbasket.org

Kids' Food Basket

kidsfoodbasket.org

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