



How to use this form

September 21st to October 31th, 2016

mustardseed.ca

THE BASICS

- 1- **Use** this form to record any cash & cheque pledges you receive in person
- 2- **Record** the donor's full name, address, email, and donated amount
- 3- **Guard** your donated money and keep it safe
- 4- **Bring** donated money to the Big Weigh-In on October 31st at The Mustard Seed
- 5- **Indicate** which organization/school/church you represent

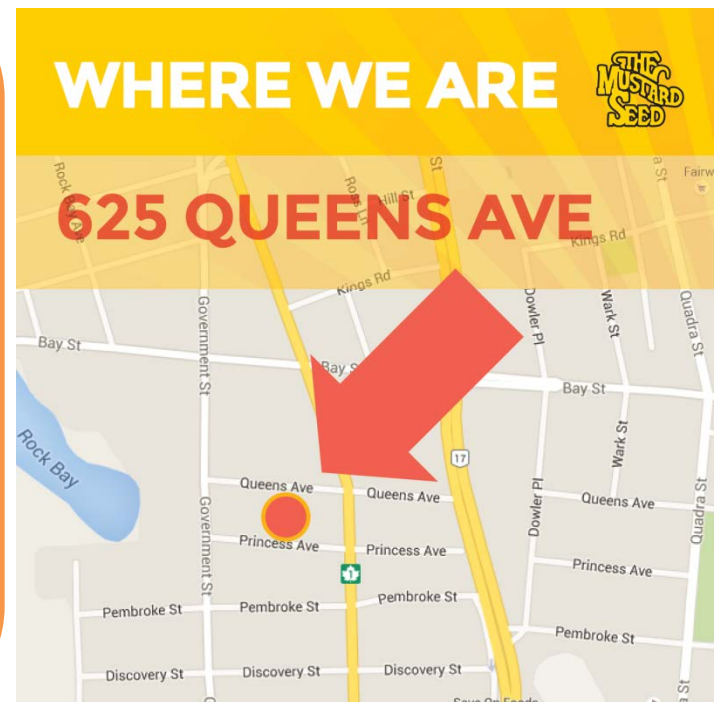
Notes

- 1- **\$20, Full Address** – Receipts are made for donations over \$20.00 with full address included
- 2- **Email is important** – We can send e-receipts to save us administrative costs and paper!
- 3- **Don't Mail Cash!** Please bring all funds to the Big Weigh-In

The Big Weigh-In

October 31th, 8 am to 4 pm

- 1 – Gather your cash and cheques, and be sure that what you have matches what is on your pledge form
- 2 - Check all your cheque donations: They should be made out to The Mustard Seed with current date or earlier, and signed
- 3 – Come to The Mustard Seed (625 Queens Ave) on October 31st between 10 am and 4 pm. Donated cash and cheques will be brought to Reception and verified against the pledge form





Fundraising Letter

You can use the letter below to raise food and funds for the #YYJPieOff Challenge, or use it as a starting point and make it your own!

- Change the areas in RED to reflect your recipient and personal details
- Make it personal! Add your own greetings, messaging, etc.
- Keep it short and sweet, create a catchy but informative subject line
- Don't mass email – do it one by one and use their names

Subject Line: I want to see hunger end in our city! Will you join me?

Hi (John),

(Use if you have not done a video yet) I'm about to ask you something big. All right, it's not huge, but it's meaningful and important. I'm planning to join others throughout Victoria by taking a shaving cream pie in the face and accepting the challenge to raise food and funds for The Mustard Seed. Will you pay to see me pied? I will be recording my pie-in-the-face at (address) on (date), so come and witness the fun!

(Use if video has been done) Our fearless leader (name) recently took a shaving cream pie in the face, and the video is now on [Facebook](#) for the world to see – all in the name of ending hunger in Victoria! Now we want to see as much food and funds raised to support The Mustard Seed's goals of raising 100,000 lbs of food and \$100,000 by October 31st. This is their biggest fundraiser of the year and will meet the needs of our community for the next six months!

Would you consider supporting me with a pledge or some food? Please contact me at (info) so I can tell you more. With your support, we can see an end to hunger in our city!

Graciously pied,

(Name)



PLEDGE FORM

- Donations over \$20.00 will be receipted
- Full address required to receive receipt
- Cheques to be made out to The Mustard Seed
- Credit Card donations can be made online at mustardseed.ca/donate

Organization/School/Church Name: _____

Notes: _____ Phone: _____ EMAIL: _____

Donor Name: _____ Email: _____ Phone Number: _____	Address/Apt#: _____ Street: _____ City/Postal Code: _____	Amount
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Donor Name: _____ Email: _____ Phone Number: _____	Address/Apt#: _____ Street: _____ City/Postal Code: _____	Amount
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The Mustard Seed 625 Queens Ave. Victoria, BC V8T 1M9	For info: Lisa Warden Email: lisa@mustardseed.ca 250-953-1591 Facebook: MustardSeedVic	TOTAL PLEDGES
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