



OUR BIG KITCHEN LOS ANGELES

AMBASSADOR KICK-OFF GUIDE

MAY 20 - 22 | \$600,000 | 54 HOURS | 2X MATCH

[CHARIDY.COM/OBKLA](https://charidy.com/obkla)

INTRO LETTER



Dear team leader,

Welcome! If you're reading this letter, it means you're showing up for OBKLA and our entire network in a very meaningful way. Thank you for being here!

On **May 20th**, we are kicking off our annual crowdfunding campaign to keep serving up Meals, Love, Unity, and Community. With your help, we're raising **\$600,000 in 54 hours** to fuel OBKLA's signature **Ecosystem of Kindness!**

Your partnership is critical. When you solicit pledges outside of our community, you exponentially broaden the reach of this campaign. By bringing in donations from your contacts, you incorporate new donors in the macrosystem of interconnection that builds our beautiful community - which means OBKLA's phenomenal growth can continue!

This packet provides instructions to keep everything clear and organized. As a team leader, you'll create a personal team page that will allow your contacts to donate directly to your team (see instructions on the next page). Your link will be Charidy.com/OBKLA/YourTeam. Send this personal fundraising link to your contacts to encourage them to donate.

Each team sets a fundraising goal, which everyone can see on the campaign page. Some friendly competition can go a long way - get those contacts ready!

Here we go! Don't hesitate to reach out to Chaya at chaya@obkla.org. We're here to help.

Good luck and happy fundraising!

Yossi Segelman, Executive Director
Chaya Segelman, Volunteer & Program Coordinator



INTRO CHECKLIST



- Go to Charidy.com/OBKLA to create your team.
- Choose a team name and enter it in the Name field. Fill in the rest of your contact information.
- The description is optional, but you might want to write a quick line about the impact OBKLA has had in your life and in the Los Angeles community.
- Set a personal team goal. ✨ Pro tip: look through your contacts and estimate how much each person might give. Add it up, round up, and that's your goal.
- In the Team Shortlink field, enter your team name to create your personal link. For example, if your team name is Lewis Family, you'll enter LewisFamily in the Shortlink field. Your personal link will now be Charidy.com/OBKLA/LewisFamily.
- Click the Create New Team button - and you're live!
- Reach out to your contacts to solicit pledges for your team! Call, text, and send emails. Be sure to share your personal team link. When donors access the campaign page through your personal link (e.g. Charidy.com/OBKLA/LewisFamily), their donations register with your team to help you reach your fundraising goal.
- Keep donor lists, pledges, and all of your progress organized in this packet.
- Last but not least...Join the campaign WhatsApp Group for more ideas, sample text messages, and helpful graphics to promote your team page!



HOW TO PROMOTE YOUR TEAM



MAKE IT PERSONAL:

Share why YOU are supporting the cause! Tell people why you care about OBKLA, and share the impact we have in the Los Angeles community. If you've been here before: throwback time! Light up your feed/page/all-the-media with pics and short, relevant video clips.

GO WHERE YOUR FRIENDS ARE:

You don't need to be active on every social network - only the ones where you have a strong presence. Engage your network through those channels, posting updates (like 50% raised) as you get closer to meeting your personal fundraising goal. Most importantly: share your link, Charidy.com/OBKLA/AwesomeTeamName. Tag the friends who have already donated and thank them!

CONNECT DIRECTLY:

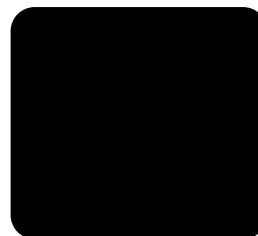
Reach out to your personal network via WhatsApp, text, email - and, to be honest, a good ol' fashioned phone call goes a long way. We have a call script for you to keep it simple - see sample call script on page 5.



SAMPLE MESSAGES



Scan here to join
the Team Leader
Whatsapp Chat!



GO GO GO! Only a few hours left to make it to \$600k! OBKLA's work makes LA more resilient while spreading kindness and fighting hunger! Please help me reach my goal to raise \$AMOUNT for OBKLA by donating at Charidy.com/OBKLA/TeamName. Every dollar you give is DOUBLED for just a few more hours!

High five for 50% 🙌 OBKLA is halfway there - and that means we need your help! I'm the glass-half-full type, and your donation is what's going to help us reach the top. Please help me reach my personal goal to raise \$AMOUNT for OBKLA to keep fighting hunger and building community by donating at Charidy.com/OBKLA/TeamName. Every dollar you give is DOUBLED, so go big and help OBKLA hit \$600k!!

Hey, I want to share something really important to me: hunger in Los Angeles is impacting more than 2 million people right now. Today, we're taking on hunger - I'm helping Our Big Kitchen Los Angeles raise \$600,000 to fight hunger and build community. And right now we're at % of our goal! You can help us reach our goal now by giving to Charidy.com/OBKLA/TeamName. For just NUMBER hours, every dollar you give to our campaign is doubled!



SAMPLE CALL SCRIPT



“Hi [NAME OF DONOR], how are you doing today?” ... “My name is [YOUR NAME]. I’m partnering with Our Big Kitchen Los Angeles to help raise \$600,000 to fight hunger in Los Angeles. Over two million people in LA are facing chronic hunger, and I’m partnering with the entire OBKLA network to make meals for those in need. My goal is to raise [PERSONAL GOAL]. This is a DOUBLE-match campaign, so it’s a special opportunity to have a meaningful impact.

I know we both share concern for families facing this hunger crisis. It seems our community needs resilience now more than ever.”

Wait for Response

“Can I count on you today to make a donation to fight hunger?”

IF YES:

“That’s so amazing, and on a personal level, I have to tell you how much it means to me that you are partnering with OBKLA. Do you think you could make a gift of [\$insert gift amount]?”

Wait for Response

“Thank you so much for this incredible show of support. Let me help you out and take down your gift amount, email, and payment info now and enter it online so we can hit our goal!

Thank you so much for your time, have a great day!”

IF NO or MAYBE:

“I completely understand how important it is to consider making a financial commitment. Would it be alright for me to call back on the day of the campaign to see if circumstances have changed and you may be able to make a pledge at that time?” (IF YES, write down contact preference, and ask what time is best to reach out on May 20 - 22.)

“Thank you so much for your time, have a great day!”



LIST CONTACTS



	Name	Number	Email	Amount
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				



DONOR
INFO

DONOR INFORMATION:

TEAM NAME: _____

First Name _____

Last Name _____

Phone Number _____

Address _____

Email _____

Dedication _____

Remain Anonymous

PAYMENT METHOD:

CC Number _____

CSV Code _____ Exp. Date _____ / _____

Donation Amount _____

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