

UNITED FOR THE HOLIDAYS FACEBOOK FUNDRAISER TOOLKIT

United for the Holidays is United Way of Greater Toledo's annual holiday hunger campaign. Corporate sponsors, community partners, and volunteers come together to get food into the hands of families across Lucas, Wood, and Ottawa Counties during the hardest stretch of the year.

For a snapshot of what we accomplished last year, check out our impact report: [2025 UFH Impact](#)

We Need Your Help

Rising grocery costs have hit families and food providers alike.

This year, it will cost approximately **\$10/box**. There are many more families in Lucas, Wood, and Ottawa Counties struggling to put food on the table.

We're asking for your help to close that gap, so families across northwest Ohio can sit down to enjoy a meal at home together this holiday season.

Read on for how to set up your own Facebook Fundraiser.

How to Set Up a Facebook Fundraiser

1. Click [here](#) or search "United Way of Greater Toledo" on <https://www.facebook.com/fundraisers>
 - a. After finding United Way of Greater Toledo, select "Create fundraiser"
2. Set your goal to whatever feels realistic for your network. You can always raise it if you blow past it! Make the end date **(Friday, November 20)**

- a. **If you raise at least \$500, you'll get your own special United for the Holidays tee!**
3. Title: "United for the Holidays 2026"
4. Use the information below to fill in the details on your fundraiser. It will pre-populate general information about United Way, but we want to share information specifically about United for the Holidays. You can paste in the description below and click the link for access to graphics for the cover photo
5. Click **Create**, then immediately donate yourself
 - a. Why donate first: fundraisers with a gift already on the board raise significantly more. It signals the cause is real and gives others permission to follow.

Facebook Fundraiser Description:

This holiday season, I'm raising money for United Way of Greater Toledo's United for the Holidays campaign.

Last year, United Way and its volunteers packed 710 Thanksgiving food boxes and 1,000 weekender food bags for families across Lucas, Wood, and Ottawa Counties.

This year, that same work costs more. Ground beef alone is up nearly 22% in a year, according to Bureau of Labor Statistics data. Higher costs don't mean more boxes. That means the same boxes cost more to fill, at a time when more families need them.

Every dollar raised helps United Way and its partners make sure families can enjoy the holidays together without worrying about their next meal.

[OPTIONAL: Add a sentence about why this cause matters to you]

Link to graphics: [2026 United for the Holidays Fundraiser Tool Kit](#)

Copy-Paste Posts

Feel free to use any of the posts below to help gain support for your fundraiser. Below is a link to sample social media graphics you can include with your posts.

Link to SM Graphics; [2026 UFH Social Media Graphics](#)

LAUNCH:

Groceries cost more than they did last year. That's true for all of us, and it's much harder on families already stretched thin. I'm raising money for @United Way of Greater Toledo's United for the Holidays campaign, which packs holiday food boxes for families across northwest Ohio. Every dollar helps.

link to fundraiser

#UnitedistheWay #UFH2026

PROGRESS:

We're at \$[X] of my \$[X] goal for United for the Holidays. Thank you to everyone who has given so far. Still room for more! ❤️

link to fundraiser

#UnitedistheWay #UFH2026

FINAL PUSH:

We are \$[X] from the goal! Please consider helping out and supporting families who need a little extra help this holiday season. ❤️

link to fundraiser

#UnitedistheWay #UFH2026

Best Practices

Before you launch

- **Make the first gift yourself.**
- **Set a realistic goal.** You know your community best; choose whatever amount feels realistic. You can raise it once you hit it, and "goal exceeded" is its own reason to post again.
- **Let us know you've started one:** Please email marketing@unitedwaytoledo.org. Even if you forget to tag us, we'd love to know, so we can thank you directly!

While it's running

- **Tag @United Way of Greater Toledo in your posts.** When you tag us, we can see your fundraiser, share it to our page, and thank you publicly.
- **Thank every donor by name in the comments.**
- **Tag 5 specific people** rather than making a broad ask. "Hey [name], would you chip in?" converts. "Anyone want to donate?" does not.
- **Post a progress update when you hit milestones.** Halfway, 75%, \$50 to go. Each one is a natural reason to post again without feeling repetitive.
- **Share to your Story, not just your feed.** Stories catch people who scroll past feed posts.