

2021 CAMPAIGN SPECIAL EVENTS

“RECIPE” BOOK

From Our Kitchen to Yours (Recipe Book)

Shared by Rural Mutual Insurance Company

Contact

Meghan Schultz, mkschultz@ruralins.com

Time Commitment

- Low
 Moderate
 High

Virtual/In-Person/Hybrid

- Virtual
 In-Person
 Hybrid

Suggested Donation Amount

\$5 for a “book”

Donations Raised

\$145.00

Description

We reached out to our employees requesting recipes in 4 different categories to provide some diversity. We compiled a recipe book into sections to organize neatly and sent out the recipe book via PDF to the employees that agreed to pay/donate \$5 to receive the book.

Cost

\$0

Resources Needed

- Microsoft Word-create the PDF
- Email-send form to employees

Instructions

- Decide on the limit of recipes people can send in & what categories to use (apps, soups, main dish, dessert, etc).
- Email employees requesting them to share recipes.
- Organize and compile the recipes into one document.
- Send out “Order Forms” to those who want to “purchase” recipe book. Be clear in your instructions.
 - We used payroll deduction payment so we needed a copy on file.
- Send out the book to employees that replied.

Best Practices

- Put a limit on how many recipes people can send. If you get too many, the book can get lengthy and will take a lot more time.
- Make sure to keep it fun. We had someone in our marketing department help with creating a beautiful and appealing visual for the book.

Sample Communications

Recipe Request:

Subject:	Recipe Book for United Way Fundraiser
Hi Everyone,	
It is now time to send in your delicious recipes to be used in the Recipe Book for the United Way fundraiser!	
Please send up to 3 recipes by this Thursday, October 8th to [REDACTED].om. If you are sending in more than one recipe we ask that they are of different types or categories (i.e. Main Dish, Dessert, Appetizer, Side Dish, Snack).	
Note, you do not need to send in a recipe to purchase a book for \$5 once it is completed. If you did not initially indicate that you are interested in buying the book once it is finished but would like to now please let us know. We plan to have the book finished and ready to purchase by the following week.	
Thank you!	

Recipe Book Order Form:

<h2>Recipe Book Order Form</h2>	
<p>This is the official order form for the recipe book for United Way. The book will cost \$5. By purchasing this book you will receive a pdf filled with over 25 delicious things to make. The books should be sent out within the next week. Thank you for your contribution to United Way and thanks to everyone who submitted recipes!</p>	
Yes: _____	
No: _____	
<p>By selecting yes and signing below, I authorize \$5 to be deducted from my *second payroll deposit in October* to go towards the special events portion of the United Way Campaign for 2020.</p>	
Signature: _____	Date: _____

Message sent with Recipe Book:

Subject:	United Way Recipe Book
Attachments:	United Way Recipe Book.pdf
<p><i>Nothing Brings People together like good food!</i></p>	
<p>With the help of so many people, we have created a wonderful and delicious United Way Recipe Book. From one kitchen to the next, we have 33 recipes to share with everything from sides to snacks to soups and main dishes and desserts.</p>	
<p>There is sure to be something for everyone! We hope enjoy 😊</p>	
<p>Thanks,</p>	