



EGG MY YARD



**Interested in building your own "Egg My Yard" passion fundraising event.
Here is a step-by-step guide to get you started:**

"BUNNY HOPPERS"

- Build a Google Form for individuals to sign up:
 - Sign-ups are by car, a person signs up and can put as many or as few people in their car as they'd like.
- Encourage each "Bunny Hopper" person to bring their own tote bag so that they can easily use it to carry eggs around when hiding.
- Talk this up as a fun "Mom's Night out" with a purpose. It's a great time together. (The more organized you are the more likely your "Bunny Hoppers" will return next year!)

MATERIALS NEEDED:

- Fillable Eggs (be mindful NOT to get solid, unable to open eggs).
- Wrapped candy that will fit inside plastic eggs.
- Non candy objects (look at build orders from OrientalTrading.com).
- Bags to put each homes egg order in (suggested: 2 gallon resealable bags).
- Sharpie pens to write names and address on each houses bag.



HOW TO GET MATERIALS

Make a post on social media (Nextdoor, neighborhood facebook group) for any eggs people don't want.

- Offer to pick them up off their doorstep if they are close (friends can help with this).
- Orientaltrading.com has pre-filled eggs you can purchase which makes product assembly easier but are higher "cost per egg".
- Who has said this to you in the past .."If I can ever help with something let me know" let them know you are needing eggs and fillers and ask if they can help.
- Know a business owner? Invite them to put a box at their business and be a site to donate materials (tip: accept eggs rather than filler. Some candies are too large to fit in eggs. Accepting eggs will be universally helpful.)

Visit passion.cff.org for more event ideas!

MARKETING:

Use Canva.com to build a free image to use on social media or for print flyers.

- Really work to sell this as an event, yes it is a fundraiser, but give lots of attention to it being a fun surprise!
- This event is not only for children, remind people of that. It's a fun surprise for teenagers, adult children, those visiting for the holiday and the elderly.
- Eggs are delivered late at night the night before Easter. In your post put what time frame that "Bunny Hoppers" may arrive so that the person ordering isn't shocked to see someone in their yard.
- Utilize the CF Foundation Passion Fundraising Platform to build a page to accept payment.
 - Buttons to have on Passion Fundraising page:
 - Order - this is where families can make an order for their yard to be 'egged'.
- Order details needed:
 - Age range of those 'seeking' eggs.
 - This way you know how hard, or easy, you'll need to hide the eggs.
 - Quantity: only offer 3 options, it's less overwhelming.
 - 24 for \$25
 - 50 for \$50
 - 70 for \$65
- Filler: Do they want:
 - candy eggs
 - non candy filled eggs
 - a mix of both
- Address:
 - Anything we need to know? For example, information like a gate code, no eggs on porch, etc.

IT'S NICE TO...

- Offer a social time for your "Bunny Hoppers" with snacks and nonalcoholic drinks BEFORE everyone disperses to hide eggs.
 - Tell "Bunny Hoppers" to arrive 45 minutes in advance of when you will need to leave to hide the eggs so that everyone can visit.
 - Invite local food establishments to donate food or drinks in return for social media sharing and recognition of their support toward the event.
- Organize egg tips:
 - Each house order goes in one 1 (or 2) gallon bag.
 - Address goes on outside of that gallon bag.
 - Each "Bunny Hopper" car will have a set list of houses to stop at. Print those address on one page and give to driver.
 - Set list - Place all gallon bags of eggs for each "Bunny Hopper" car in a trash bag and label on outside of trash bag.
 - Ex: Car A, Car B, Car C...

- If "Bunny Hopper" set list is "A" then they grab the trash bag labeled "A". All gallon bags in trash bag "A" coordinate with address on Set List A.
 - Each "Bunny Hopper" is responsible for getting their trash bag before departing to hide.
 - Before "Bunny Hoppers" leave:
 - At some point it's nice to say a brief "Thank you" to the "Bunny Hoppers". Tell them why this event fundraiser is important and how their work is making a positive impact.
 - Regardless of how you do it, say thank you!
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HOW PEOPLE CAN HELP:

- Pick up donated eggs, wrapped candy, or food from local businesses.
- Share your social media posts.
- Stuff eggs.
- Have a "friends night out" and invite people to get together and stuff wrapped candy/objects in eggs.
- You will need:
 - Bags of wrapped candy and non- candy objects
 - Eggs
 - Rubbermaid container(s) to hold filled eggs
- Planning map routes for "Bunny Hoppers".
- Count and sort eggs into order bags (each house gets one bag).
 - You can do this similar to the "friends night out" for stuffing eggs.

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

– Margaret Mead