



## THANK YOU FOR YOUR INTEREST IN SETTING UP A VIRTUAL FOOD DRIVE!

Thank you for wanting to join **Second Harvest Food Bank** in the fight against hunger! With a little work and a lot of fun, we're sure your Virtual Food Drive will make a big difference in the lives of children, seniors, and families this fall.

Our virtual food drive manual contains easy-to-follow, step-by-step instructions for starting and managing your drive. We know your drive will be a huge success! Thank you again for choosing to make a difference in the lives of others.

Sincerely,

A handwritten signature in blue ink that reads "Dave Knefelco". The signature is written in a cursive style.

**President/CEO**

Second Harvest Food Bank of Central Florida

P.S. Ready to start your Virtual Food Drive? Visit [FeedHopeNow.org/winterVFD](https://FeedHopeNow.org/winterVFD).

**Table of Contents:**

Getting Started .....	Page 2
Registration Options .....	Page 2
6 Easy Steps to Start your Virtual Food Drive .....	Page 4
Participant Center .....	Page 5
Tips for success .....	Page 6
Final Steps: Cash and Check Donations.....	Page 7
Local Hunger Stats .....	Page 10

**Additional Documents:**

Food & Fund Drive Cash/Check Form

## Getting Started

As the virtual food drive coordinator for your organization, you will serve as the liaison between your organization and Second Harvest Food Bank of Central Florida.

We are here to support you in any way possible. If you have any additional questions or need guidance in setting up your virtual food drive, please contact Melissa Kear, Digital Fundraising & Media Manager, at 407-514-1010 or via email at [mkear@feedhopenow.org](mailto:mkear@feedhopenow.org)

## Registration Options

To start a virtual food drive, head to: [FeedHopeNow.org/winterVFD](https://FeedHopeNow.org/winterVFD). Before you register, please take a moment to become familiar with the registration options below. If you are unsure of how you should register, just give us a call and we will help you out.

1. **Register as an individual/organization/business.** Pick this option if you plan on setting up one page and plan for everyone to donate to that page. **Example:** A company that wants to set up a virtual food drive that all their employees donate to this fall. You will be given the option to name your page and you will be provided a unique URL to send out to employees.
2. **Start a team.** Make your drive a team effort! Use this option if you are going to have multiple people raising money for you. Once you start a team, you will automatically become a captain and can start recruiting your friends to help you raise funds. Each team member will have their own fundraising page. This is excellent for team competitions. **Example:** A bank registers as a team and all their bank branches join their team and compete to see who can raise the most funds.
3. **Join a team.** This option allows you to join an existing team.

## 6 Easy Steps to Starting your Virtual Food Drive:

### **Step 1: Register.**

You can start a virtual food drive for an individual or organization. You also have the option to start a team, or join a team. We suggest only starting a team if you want multiple people to fundraise and compete within your organization or group.

### **Step 2: What kind of user are you?**

Register as a Returning User or a New User. If you have ever made an online donation or received an e-mail newsletter from us, you're likely already in our system. Please select returning user so that your contact information is kept in one location and so you don't have to enter it again.

### **Step 3: Start your virtual food drive with a donation.**

Do you want to start your fundraiser with a donation? If you do, don't forget to add this gift during this next step. Also, don't forget to set a goal.

### **Step 4: Registration.**

Fill out your registration page.

### **Step 5: Verify.**

Verify your information, then hit the "Complete Registration" button.

### **Step 6: You are complete!**

You will have received an email confirmation with a link to manage your virtual food drive. Good luck!

## Participant Center

After you register your drive, you will instantly receive an email with a link to your participant center. Click on the link and log in or go to [FeedHopeNow.org/winterVFD](http://FeedHopeNow.org/winterVFD) and log in at the top.

**One you log in you can manage your drive in your participant center. Below is a rundown of what you will find in there.**

- **Email:** Use our powerful email tool to let your supporters know about your virtual drive! We have included some sample emails that you can send out to ask for donations and to thank your supporters.
- **Progress:** Track the progress of your drive! View your donation history and enter offline gifts such as cash or check. These gifts will count towards your goal, but only after we have received them at the food bank.
- **Personal page:** Make your page stand out! Add your company/organization/personal logo and change the heading of your page. We suggest leaving a short personal message in the body of your page.
  - **Create a shortcut for your URL.** Make it easy to share the link to your virtual food drive page. Go to <http://bitly.com/> and set it up for free.
- **Team Page:** If you are the captain of your team, you will have the ability to edit your team page and email your team members. This is a great place to get your team fired up!

When you login to your participation center, you will see the below screen load. From your participation center you can add email contacts, send out fundraising emails, edit your personal page, manage your display name, and more. Inside your participation center, you can also enter new gifts, including offline gifts that will later be verified and their amounts added to your account when your cash or checks are received by Second Harvest Food Bank of Central Florida.

When you edit your page, you can change your URL, add a new photo or your company logo, change your title, and your welcome message. Preview your changes, and make sure to hit “Save” before moving on!

## Online toolkit

Your online toolkit page has images that you can use on social media that will help you raise money for our neighbors in need. Share these images on Facebook, Twitter or via email! Use these graphics to encourage your family and friends to donate to your virtual food drive. We’ve also included sample social media posts that you can use on Facebook and Twitter.

## Tips for Success

A successful virtual food drive can be easy and simple to organize with a little thoughtful planning. We've come up with a checklist for you to make sure that all your bases are covered:

- ✓ Set a goal. If this is your first drive, set a goal you think is attainable. Goals are a fun way to get people pumped up about your drive. You will also have the option to change your goal at any time in your participant center.
- ✓ Set a date. Giving people a deadline creates urgency and will encourage them to support your drive in a timely matter.
- ✓ Update your Personal Page! Personalize your virtual food drive with your company/organization/personal photo. Leave a personal message on our page that lets people know why you are raising money.
- ✓ Go to <https://bitly.com/> to shorten your URL. Customize it so that it's easy to use and remember.
- ✓ Send emails out to at least 10 of your family and friends! We've provided you with ready-made messages, asking your contacts to donate to your virtual food drive.
- ✓ Go to your page and share it via your social media channels! Encourage your friends/family/supporters to share your page after they donate.
- ✓ Thank your supporters. Log into your participant center and thank your family, friends, employees, supporters for donating to your virtual food drive.
- ✓ Once your drive is over, don't forget to share the success of your drive with us!
- ✓ Remember to mail us your check and cash donations so we can update your amount raised on your personal page.

### Creative ways to get individuals to participate in your drive

Create a team and divide employees by department, floor, or building. Encourage the groups to compete with each other to see who can raise the most for our neighbors in need. Arrange a lunchtime pizza party "on the company" for the highest contributors.

1. Plan a special event where the cost of admission is a donation to your virtual food drive.
2. Sell "casual day" passes in exchange for online donations.
3. Arrange to take interested members of your organization on a tour and/or volunteer to sort food at the Second Harvest Food Bank warehouse.
4. Enter anyone that donates to your virtual food drive into a raffle. Hold your raffle at the end of your drive and pick your winners.

## 6 Final Step: Cash and Check Donations

**Online Financial Donations** to your virtual food drive are the most efficient donations. These don't require delivery, generate instant receipts to the donor, and eliminate the handling of any money on your end.

**If you receive cash or check donations** make sure to enter them into your participant center as offline donations. You will also need to make sure to fill out our cash/check donation form in this manual. **In order for us to give you credit (move your thermometer up) for your donations, we will need this form. (See below).**

Please make sure to mail your donation form along with your cash and check donations to:  
411 Mercy Drive, Orlando, Florida 32805.

**Important:** Please ask your supporters to make their checks out to Second Harvest Food Bank of Central Florida.

**Cash and Check Form found on the following page.**

## Cash and Check Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Type of Drive:

Virtual Food Drive

### Virtual Food Drive Cash/Check Gifts

Thank you for organizing a virtual food drive! **This form is only for offline gifts that you have received for your virtual food drive.** In order for us to count these gifts towards your goal you will need to send this form along with your offline donations. Please give us 3 to 5 days to total your gifts.

**Important:** Please ask your supporters to make their checks out to Second Harvest Food Bank of Central Florida.

**Please mail this completed form along with your cash and check donations to:** 411 Mercy Drive,  
Orlando, Florida 32805

Virtual Food Drive Name: \_\_\_\_\_ Team Name (If applicable):  
\_\_\_\_\_

First Name	Last Name	Address	Gift Amount	Payment (cash or check)
First Name	Last Name	Address	Gift Amount	Payment (cash or check)



2017winterVFD


**Please mail this completed form along with your cash and check donations to: 411 Mercy Drive,  
Orlando, Florida 32805**

