

Virtual Food Drive MANUAL



Thank you for joining Second Harvest Food Bank in the fight against hunger! With a little work and a lot of fun, your Virtual Food Drive will make a big difference in the lives of children, families, and seniors this holiday season.

This Virtual Food Drive Manual contains easy-to-follow, step-by-step instructions for starting and managing your drive. We know it will be a huge success!

Thank you again for choosing to make a difference in the lives of others. **You make our work possible.**

Sincerely,

A handwritten signature in blue ink that reads "Betsy Dye".

Betsy Dye
Digital Fundraising and Media Manager

VIRTUALFOODDRIVE.ORG  **FEEDHOPENOW.ORG**

Getting Started

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 us.

HELLO!

I'll be your personal **Virtual Food Drive Fundraising Coach**. Please feel free to reach out at any time!

Betsy Dye

Digital Fundraising and Media Manager

407-514-1010

BDye@FeedHopeNow.org

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Your Fundraising at Work

Good nutrition is important for all of us, especially children. Last year, Second Harvest Food Bank provided over 557,000 meals to children at after-school programs, summer meal sites and through weekend food packs. Two of those children are David and Jamil.

David and Jamil are curious third graders who love music, sports, and spending time with their friends. They come to Midway Safe Harbor, one of Second Harvest Food Bank's feeding partners, where they receive fresh, hot meals every day after school and at lunchtime during the summer. Thank you for providing hope to David and Jamil.



Registration Options

To start your Virtual Food Drive, head to VirtualFoodDrive.org. 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

1

Register.

You can start a Virtual Food Drive for an individual or organization. You also have the option to start a new team or join an existing team. We suggest only starting a team if you want multiple people to fundraise and compete within your organization or group.

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 are likely already in our system. Please select returning user so that your contact information is kept in one location. You can retrieve your username or password if needed.

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 your gift during this step. Also, don't forget to set a goal!

4

Registration.

Fill out your registration page.

5

Verify.

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

6

Congratulations!

You will have received an email confirmation with a link to manage your Virtual Food Drive. You will also receive an email to forward to friends. 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.

Once you log in, you can manage your Virtual Food Drive. 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 Second Harvest Food Bank.

Personal Page

Make your page stand out! Add an image/logo and change the title of your page. Include a welcome message in the body of your page telling your donors why this cause is important to you. Create a customized link by changing your Personal Page URL.

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!

Always make sure to hit "Save" before moving on!

Connecting to Facebook

Your Virtual Food Drive has the ability to connect your fundraiser to Facebook and reach more of your contacts.

Once logged into your Participant Center, you will see where you can connect to Facebook on the right-hand side. Once connected, you will have a Facebook Fundraiser attached to your Virtual Food Drive and can fundraise on either platform.

The best part? Whether you raise money directly in your Virtual Food Drive page or through Facebook, your funds will update automatically!



Online Toolkit

Your online toolkit page has images that you can share on social media or via email to encourage your family and friends to donate to your Virtual Food Drive. We've also included sample social media posts and hunger statistics 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 encourages 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 your page that tells people why you are raising money.
- **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.
- **Share your page** via your social media channels! Encourage your friends/family/supporters to share your page after they donate.
- **Connect to Facebook.** Studies show that being connected to Facebook can *double* your donations!
- **Thank your supporters.** Log into your Participant Center and thank your family, friends, employees, and supporters for donating.
- **Remember to mail us** your check and cash donations, so we can update your amount raised on your personal page.
- Once your drive is over, don't forget to **share the success** of your drive with us!



How did Courtney reach her \$1,000 fundraising goal in just one week?

“Every day I continued to post my direct link on my social media sites and wrote quirky messages like, ‘The first one to donate will get a photo of the large smile they put on my face!’ or ‘Only \$26 dollars away from my daily goal, who wants to help me achieve?’ Those buzz words with calls to action got me a lot of donations.”

Get Creative!

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.

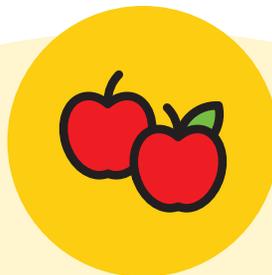
1. Plan a special event where the cost of admission is a donation to your Virtual Food Drive.
2. Sell “casual day” passes in exchange for online donations.
3. Arrange to take interested members of your organization on a tour and/or volunteer to sort food at the Second Harvest Food Bank warehouse.
4. 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.



\$20 GIFT



108 BOXES
OF CEREAL



\$35 GIFT



1,575 APPLES



\$90 GIFT



324 JARS OF
PEANUT BUTTER

Your donations make a HUGE impact!

We want to hear from you!

What made your Virtual Food Drive a success? What advice would you offer others? What tools would help you maximize your fundraising efforts?

We'd love to hear your thoughts and ideas!

Please contact Betsy at 407-514-1010 or BDye@FeedHopeNow.org.



Final Step: Cash and Check Donations

Online financial donations to your Virtual Food Drive are the most efficient way to donate. 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:

1. Please ask your supporters to make their checks out to Second Harvest Food Bank of Central Florida.
2. Make sure to enter the gifts into your Participant Center as offline donations.
3. Please fill out the Cash and Check Donation form on the next page. Mail or drop off the completed form along with your cash and check donations to:

Attn: Betsy Dye
Second Harvest Food Bank of Central Florida
411 Mercy Drive
Orlando, FL 32805

4. Remember: In order for us to give you credit (and move your thermometer up) for your offline donations, we will need this form.



Don't forget - we're here for you!

VirtualFoodDrive.org

2019 Hope for the Holidays

CASH AND CHECK DONATIONS



Thank you for organizing a Virtual Food Drive! This form is only for **offline gifts** that you have received, including **cash and checks**. In order for us to count these gifts towards your goal, please mail or drop off this form along with your offline donations. Please give us 3 to 5 days to total your gifts.

Attn: Betsy Dye
 Second Harvest Food Bank of Central Florida
 411 Mercy Drive
 Orlando, FL 32805

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

Name: _____

Email Address: _____

Address: _____

Phone: _____

Virtual Food Drive Name: _____

Team Name (if applicable): _____

First Name	Last Name	Address	Gift Amount	Payment
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				<input type="checkbox"/> Cash <input type="checkbox"/> Check
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2019 Hope for the Holidays

CASH AND CHECK DONATIONS



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