



VIRTUAL FOOD DRIVE

# TOOLKIT

# Thank you for hosting a Virtual Food Drive with the Central Pennsylvania Food Bank!

Thousands of our friends and neighbors are struggling with food insecurity; some for the first time. Your Virtual Food Drive will go a long way to give them hope. This Virtual Food Drive Toolkit will serve as a resource guide with step-by-step directions for managing your drive, as well as useful hints and tips to boost your success. Virtual Food Drives place the power to make a meaningful difference directly in your hands. If you have any questions that aren't answered by this toolkit or the various online resources we've provided, feel free to contact us at [vfd@centralpafoodbank.org](mailto:vfd@centralpafoodbank.org) or 717-547-6344. We'll be glad to provide any assistance you might need.



## BETTER TOGETHER

2020 was a year like no other. The charitable food network was put to the test and saw demand increase significantly since March.

The pandemic impacted countless lives. The Central Pennsylvania Food Bank is now serving 200,000 people per month, up from the 135,000 served in the months just prior to the crisis. We have distributed more than 44 million pounds of food to our partners. That is an increase of more than 40 percent over the same period last year. One in 20 people living in central Pennsylvania are experiencing food insecurity for the first time as a result of the pandemic. Of those individuals, one-third are children.

COVID-19 shined a bright light on food insecurity and the importance of our mission; fighting hunger, improving lives, strengthening communities. It is a reminder that anyone, at any time, in any circumstance, could need a little extra help keeping food on the table.

With a strong front and your support, we can continue to combat hunger and meet the increased need.

Hosting a Virtual Food Drive allows you to help many more of your neighbors in need by raising funds for the Central Pennsylvania Food Bank to purchase food in bulk quantities at less-than-wholesale prices including fresh fruits, vegetables, dairy and center-of-the-plate proteins. The \$1 that you might spend on one can of green beans at the grocery store can help provide 6 full nutritious meals through a Virtual Food Drive. It is a simple and immediate way to help end hunger in central Pennsylvania.

Thank you sincerely for your commitment in the fight to end hunger. By continuing to work together, we can provide hope to so many families who are still struggling to get back on their feet.

We truly are, Better Together.

### What's Included

- **GETTING STARTED**
- **MANAGE YOUR DRIVE**
- **TIPS AND TRICKS**
- **YOU'RE DONE**

## GETTING STARTED



**Register Your Drive Online.** When you register your drive [here](#), you create a custom online homepage to publicize and manage your drive. You can monitor your progress, send emails to friends and family (templates provided), and download fun tools to draw attention to your drive.



**Setting A Goal.** Think about the goal you want to hit. Is it \$500? \$1,000? Or \$5,000? Set your goal and share it on your drive's page. Your page provides an easy place to see your goal progress and share your drive through your social media channels, making it easier for you to reach your goal by reaching more people.



**Company Match.** Many corporations have a matching gift program. Please consult your Human Resources department to see if your company matches charitable contributions. Notify the Food Bank if your company has a matching gift program.



**How Long is Your Drive?** Is it two days (a flash drive), two weeks, a month? Think about how long you want to host your drive and share it on your page.



**Promote your Drive.** We've provided a poster (customization available) and stickers that you can download. These are great ways to spread the word and reward those who have donated. You can even add your organization's logo or other graphics to the poster.



**Get Creative.** Now that you've got your drive's page set up and your goal posted, the really fun part begins. Get those creative juices flowing and think about how you'll get your friends, family, co-workers and neighbors involved. Make this Virtual Food Drive your own and have a good time!



**Tag You're It.** We love seeing the community get excited about Virtual Food Drives and you are no exception. Find us on Facebook, Twitter and Instagram and share your story, photos and more by tagging us! Facebook: /CentralPAFoodBank Twitter: /centralpafb Instagram: /centralpafb

"I have very low income...my Social Security is small. When I retired, I didn't have extra money for groceries and other bills, **but this really helps me out.**"

*Harry*



# MANAGE YOUR DRIVE ONLINE

Once you've registered your drive at [here](#), you'll immediately have access to your Participant Center. Think of this as your Virtual Food Drive online headquarters. To access your Participant Center, visit and click "Manage My Drive" at any time. Here's what you'll find there:



**Personal Page.** If you are leading a personal Virtual Food Drive, this is your drive's homepage. Upload a photo and add a personal message to share your motivation and goals with participants and supporters. You can also click on "URL Settings" to create a custom link for your page. Be sure to click the "Save" button after making any changes. Now you're ready to share the link to your page via email and social media!



**Team Page.** If you are leading a group/corporate Virtual Food Drive, this is your group's drive homepage. (Group coordinators have a personal page as well.) Customize your team page with a photo or logo and add a personal message to participants and supporters. You can also click on "URL Settings" to create a custom link for your team page. Be sure to click the "Save" button after making any changes. Share your page to solicit donations and recruit new participants.



**Email.** Email is one of the most important ways to promote your drive. Choose from several pre-written message templates or write your own to request donations and invite others to collect funds with you.



**Contacts.** Import contacts from your outside email accounts, or manually enter them. Use your contact list to quickly and efficiently send out donation requests, follow up on past requests or send thank-you notes to those who donate.



**Fundraising Reports.** Track your personal and/or team fundraising efforts, change your fundraising goal, and download a gift history for your drive.



**Progress Meter.** Gifts made online are automatically included in the tracker, saving you time and effort. You can also enter any cash and check donations to your drive and they're instantly added to your Progress Meter.



**Downloadable Resources.** There are a variety of tools available for download in your Participant Center including promotional posters and stickers and this Coordinator Toolkit.



"It's nice to have people out there who **help other people**. With jobs hard to come by, the Food Bank is a blessing for our family."

Lois

# TIPS AND TRICKS



**Read All About It.** Send an email announcement to everyone you know! You can find a ready-made message asking your contacts to participate when logging into the Participation Center.



**Ready, Set, Goal.** Set a goal you think you can reach! Goals are fun way to get people involved.



**Save The Date.** Giving a deadline creates urgency and encourages support now.



**Spread The Word.** Share your drive on your social media channels and keep everyone up to date on your progress. Encourage others to share your page after they donate. Studies show that being connected on Facebook can **double** your donations!



**Incentives.** Allow employees to donate for special incentives such as dress down days, reserved parking spots, catered lunch, or early leave passes.



**Get Motivated.** Get your management team's support and involve them in the drive. This is an important first step for everyone to see that your company's leaders support your efforts. Ask if a leader is willing to do a motivational stunt if the goal is reached, i.e. wear a silly costume at a meeting, sing a song in front of everyone, shave off/grow a mustache, etc.



**And The Winner Is.** 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.



## **Power Tip: Create a Friendly Competition**

Our online platform makes it easy to set up a friendly fundraising competition between office departments, branch locations, school classes... you name it. Encourage the groups to compete to see who can raise the most for our neighbors in need. Arrange a fun incentive (see above) lunchtime pizza party "on the company/school" for the highest contributors.

Just follow these steps:

1. Visit [here](#) and select "Start a Group/Corporate Drive."
2. Register multiple group drives, as many as you need. Think of these as teams. Give each a different name. For example, if you have (3) departments in your workplace, create a drive for "[Company Name] - Accounting", "[Company Name] - Marketing," etc.

**NOTE: Each group drive must have a different coordinator with a unique email address.**

3. Link each group drive to a parent company from the drop-down box available. If you don't see your company or organization listed, enter a new one.
4. Once all your drives are linked to the same parent company, gift totals will roll up from the individual participant level, to the group level, to the parent company level. You'll be able to track your fundraising efforts at each level.

## YOU'RE DONE! NOW WHAT?

You've hit your goal! The most important thing to do is say thank you to your family, friends, employees, and supporters for donating by logging into your Participation Center.

Then we have some final housekeeping items.

Your Virtual Food Drive likely generated three types of donations:

- **Online financial donations** - Online financial donations are the most efficient donations. These don't require delivery; they do generate instant receipts to the donor, are immediately reflected on your drive's page and eliminate the handling of any money on your end. Because your Virtual Food Drive gets full credit for these donations, even though there's little work involved, we encourage you to recommend that your potential donors choose this method of donation.
- **Cash and check donations** - Cash or check donations are always welcome. Throughout your drive, you may collect and enter these gifts online via your Participant Center so that they are reflected on your drive's page. Then at the end of your drive, fill out the Donation Tracking Form included in this toolkit and mail/deliver it to the Food Bank along with all offline gifts. All checks should be made payable to Central Pennsylvania Food Bank and contain your drive's name in the memo line.



Don't forget to take photos of your efforts and share the success of your drive with us. Tag us on Facebook, Instagram and Twitter and share your story, photos and more!

Facebook: /CentralPAFoodBank Twitter: /centralpafb Instagram: /centralpafb





# DONATION TRACKING FORM

## Cash & 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**. Throughout your drive, you may collect and enter these gifts online via your Participant Center so that they are reflected on your drive's page. Please mail or drop off this form along with your offline donations.

Central Pennsylvania Food Bank  
 Attn: Virtual Food Drive  
 3908 Corey Road  
 Harrisburg, PA 17109

Important: Please ask your supporters to make their checks out to Central Pennsylvania Food Bank.

*(Please Print)*

**Name:** \_\_\_\_\_ **Email:** \_\_\_\_\_

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

**City:** \_\_\_\_\_ **Zip:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

**Virtual Food Drive Name:** \_\_\_\_\_

**Team Name (if applicable):** \_\_\_\_\_

FIRST NAME	LAST NAME	ADDRESS	GIFT \$	PAYMENT
				Cash Check
				Cash Check
				Cash Check
				Cash Check
				Cash Check
				Cash Check

## *Our Mission*

fighting hunger, improving lives,  
strengthening communities

## *Our Vision*

No one should be hungry.

## *Our Bold Goal*

By 2025 our collaborative network will provide access to enough nutritious food for everyone struggling with hunger in each of the 27 central Pennsylvania counties we serve, and we will convene and nurture partnerships to make progress toward ending hunger.

[www.centralpafoodbank.org](http://www.centralpafoodbank.org)