

How to Do an Online Food and Fund Drive - Getting Started...

Doing an Online Food and Fund Drive is a FUN and SIMPLE way to help those facing hunger in our community.

Benefits of an Online Drive vs. Traditional Drive

- Allows your friends and family from out of town to donate to your drive.
- Donors can use their credit card to donate. **No need to collect cash and checks to turn in.** Donations come right to the Foodbank and are **tax deductible**. Your contributors will automatically receive an email receipt of their gift.
- With donated funds, the Foodbank can distribute up to \$60 worth of grocery products with each \$10 raised. This is possible through our leveraging and bulk purchasing power with our manufacturing and retail partners.
- No logistics! It's free to organize and you won't have to transport food to the Foodbank in Norfolk.

Get Started!

Go to: http://fbseva.convio.net/site/PageNavigator/vfd_home.html

Click the **START** button.

On the next page, choose if you are registering as an **INDIVIDUAL** (raising funds on your own), or **STARTING A TEAM** (organizing a group of people to raise funds). If someone you know has already started a team, you can click on the **JOIN AN EXISTING TEAM** button.

If you're an INDIVIDUAL:

Set a fundraising goal! You can always change this amount later, but remember that for every \$100 donation you collect, the Foodbank can distribute up to \$600 worth of grocery products. On this page, you can also choose to make a monetary donation yourself to get your drive started (optional).

Fill in your registration information. ***Be sure to write down your username and password so you can reference it later.***

Click the button on the next page to Access Your **Participant Center**.

Using the links on the right hand side, take a few minutes to personalize your page and upload your contacts.

The Home Page of your Participant Center also has good information on other things to get started and frequently asked questions (FAQs).

Using the **Email** tab at the top of your Participant Center, you can easily send out messages to everyone you know requesting their support. Use the pre-written templates or craft your own request. Remember, people will give because YOU asked them to.

Login and check your Participant Center frequently to see your progress and send thank you's to those who have given to your drive. Don't forget, you can update your goal as frequently as you'd like.

Best Practices

- **Personalize your pages (Personal and Team).** Take a few minutes to upload a photo of yourself or a video telling your friends, family and coworkers why raising funds for the Foodbank is important to YOU. You can change the text as well and share how hunger has impacted someone you know, or about a volunteer experience you had...anything you want to say to explain why their donation would mean so much.
- **Login and check your progress regularly.** From the main page, click **Manage My Drive** to login using your username and password and check your Participant Center frequently to see your progress and send thank you's to those who have given to your drive. Don't forget, you can update your goal as frequently as you'd like in the Progress tab of your Participant Center.
- **Spread the word by sending emails and sharing your link on social media like Facebook and Twitter.** Your friends, family and coworkers probably get asked to support many causes, but the number one reason people give is because someone they know asked them to. Let them know why it's important TO YOU to help support the Foodbank by raising funds to provide meals.
- **Send thank you emails.** You can keep track of who has donated and send them thank you messages from from your Participant Center. Let them know their gift makes a difference - it's fast and easy to do!
- **Share your progress.** As you're sending regular emails and posting donation reminders to your social media sites, let people know your progress towards your goal. This can be motivating to people to act and make their gift when they know you're so close to achieving your mission.

Example Facebook post:

- Thanks to everyone that has given to my Online Food and Fund Drive for the Foodbank! I am only \$150 away from my goal of \$750, so now is the time to help if you haven't already. Your gift will provide meals for those facing hunger in our community. Donate at: (insert your personal page link).