

Virtual Food Drive

Coordinator Guide



Dear Virtual Food Drive Coordinator,

Welcome aboard!

Second Harvest Foodbank of Southern Wisconsin is so grateful for your interest in holding a Virtual Fund & Food Drive. Donations to Second Harvest advance our mission to end hunger in southwestern Wisconsin.

Second Harvest meets nearly one million requests for assistance each year. Currently in our 16-county service area, 1 in 7 children are at risk of hunger, and nearly 125,000 people risk missing a meal every day. They may be friends, neighbors, moms, dads, brothers, sisters, old and young. Hunger knows no race, gender, age, job status or education level.

At Second Harvest, we're more than a foodbank – we're a neighbor and a friend who's been part of the fabric of southwestern Wisconsin for decades. When it comes to fighting hunger, we focus on where we see it firsthand: our own backyard. Your generous support helps provide nutritious food to our network of partner food pantries, mobile food pantries, senior and youth meal programs. Your donations not only provide food, but also provide hope.

This packet will help with planning and getting started with your Virtual Fund & Food Drive and introduce you to some useful ideas.

Thank you for your partnership. Together, we can end hunger!

With gratitude,

Second Harvest Foodbank of Southern Wisconsin



Your gift makes a difference

Every \$10 you raise can provide up to 25 meals.

Through your partnership, we can work towards ending hunger in our community.



Follow these steps

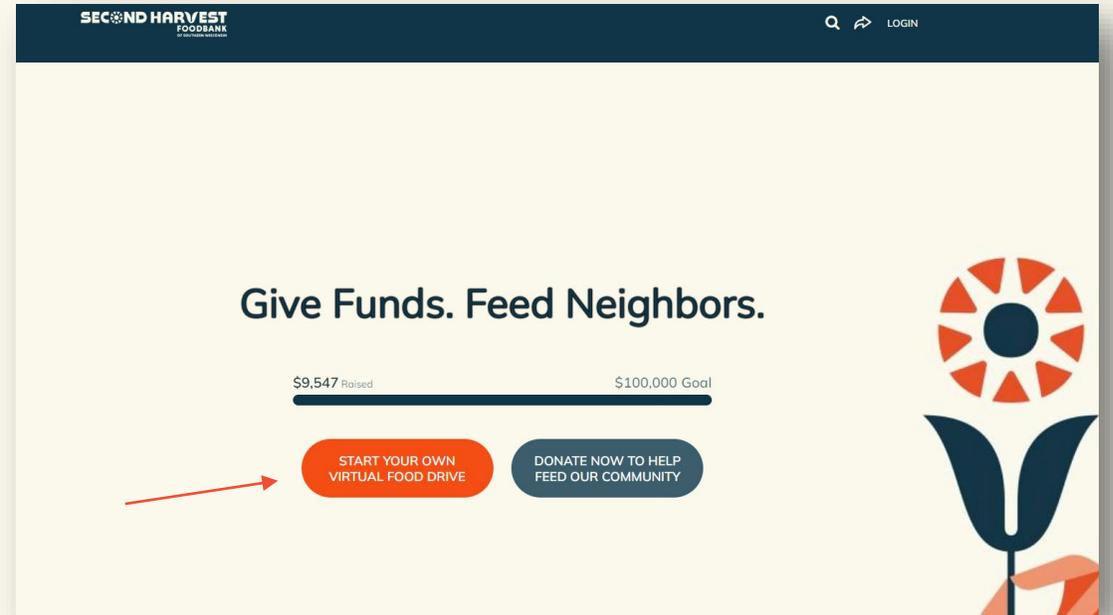
to get started with your Virtual Food Drive

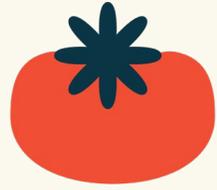


1. Start your fundraiser

Setting up your virtual food drive is easy!

[Click here to start!](#)





2. Build Your Webpage

Choose either individual or team fundraiser, and create an account or log in with Facebook.

Support a Swim & Dive Team

Search for a fundraiser or team to support

Fundraising Page

TOP FUNDRAISER	MOST DONORS	TOP TEAM	MOST MEMBERS
 Nakoma Orangeheads \$840 raised	 Nakoma Orangeheads 4 donors	 Nakoma Orangeheads \$1,840 raised	 Monona Swim & Dive 1 member

Top Individuals	Top Teams
 Nakoma Orangeheads \$840 raised (11%)	 Nakoma Orangeheads \$1,840 raised (23%) 1 member
 Seminole Sharks \$0 raised (0%)	 Goodman Waves \$50 raised (2%) 1 member
 Heidi & Bob Rozmiarek \$0 raised (0%)	 Parkcrest Penguins \$11 raised (0%) 1 member
 Carolyn Sleeth \$0 raised (0%)	 Monona Swim & Dive \$0 raised (0%) 1 member
 Sara Chellevold \$0 raised (0%)	 Seminole Sharks Swim & D... \$0 raised (0%) 1 member

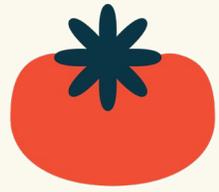


3. Set Your Goal And Timeline

Keep it short and goal-oriented! The most effective drives run 2-3 weeks. Inform your team of your drive dates.

Your team will love the feeling of reaching a defined goal. Review your progress during previous drives, and create incentives for your team to reach your goal. Communicate your progress to your team throughout the drive!





4. Spread the Word

To start collecting donations, email your page to your personal and professional networks, and post it on social media using links on the top left side of your page.

Donations are easy and can be made in just a few clicks! With a built-in goal tracker, you and your supporters will always be able to see a leaderboard and exactly how close you are to achieving your fundraising goal!





5. Stay in touch

After your Fund & Food Drive ends, Second Harvest will send you a letter with the total dollars and pounds you raised. Your engagement with Second Harvest Foodbank doesn't have to end there!

We have year-round volunteer opportunities for your team to be involved with our work. Visit our [website](#) to stay in touch about upcoming activities!

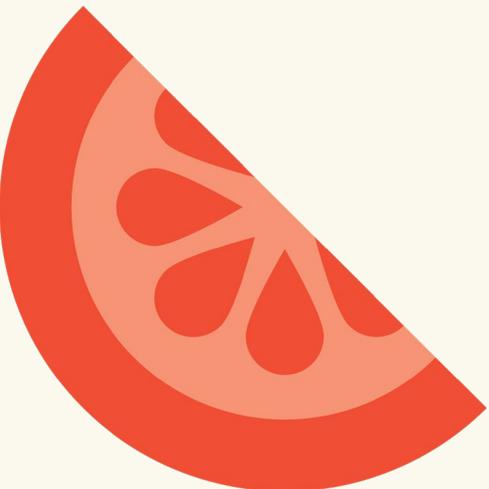


Additional Engagement Ideas

Looking for more ways to
engage your team?

Try these!

- **Employer Matched Donations**
Does your employer match qualifying 501C3 nonprofits? This is an opportunity for them to match the funds raised during your drive.
- **Host an Auction**
Give your team an opportunity to bid on prizes and donate the funds!
- **Memorial and Kindness Donations**
Encourage your team to make a donation in memory or honor of a special person. Or consider having Kindness donations to give shout-outs for acts of kindness!



Second Harvest Contact Info



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HARVEST**

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