



2022 - 2023
Virtual
Food Drive
Manual

PHILABUNDANCE

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Welcome!

Dear Friends,

Thank you for joining us in the fight against hunger in our community.

By hosting a Virtual Food Drive, you are maximizing your impact and empowering us to purchase the necessary food for our neighbors in need.

As a result of the pandemic, hunger across the country rose sharply, with agencies nationally reporting a 60% increase in the number of people served. 40% of these people were using the emergency food system for the first time. In 2020 we distributed over 55 million pounds of food.

We continue to distribute food at this pace in 2022.

A Virtual Food Drive is easy to set up and a great way to get your network involved in raising funds, while increasing awareness about hunger in our area.

Thank you for doing your part to love your neighbors well.

Gratefully,

A handwritten signature in black ink that reads "Kristine". The signature is written in a cursive, flowing style.

Kristine DelMonte
Director of Corporate Relations

Get Started: A Step-by-Step Guide

To start your virtual food drive, head to www.philabundance.org and click on the *Get Involved* or *Donate* tab and then select *Start a Virtual Food Drive* from the drop-down menu. If you have any questions about the steps listed below, please email fooddrives@philabundance.org and we will assist you.

Register or Join

To participate in Virtual Food Drive, choose from one of the two options below:

- **Register as a Team**

Once you start a team, you will automatically be assigned as the team captain. You can now start recruiting your colleagues, family, and friends to help you raise funds.

- **Join a Team**

This option allows you to join an existing team.



Are You a New or Returning User?

Register as a Returning User or a New User. You can retrieve your username or password if needed.

Start Off with a Donation

Get the momentum started by making the first donation! You can do so by adding your gift during this step. Also, don't forget to set a fundraising goal!

Fill in Your Registration Information

Fill in all necessary registration fields with as much detail as possible.

Verify Your Information

Be sure to verify that all the information and text is correct before publishing. Click "complete registration" when you're done.

Start Fundraising!

Once you complete your registration you will receive an email confirmation with a link to manage your Virtual Food Drive page. You will also receive an email to forward to friends.

Thanks for supporting our neighbors in need!

Stretch Your Dollar

MAKE A BIGGER IMPACT!

\$10

BUYS

STORE PURCHASE*

PHILABUNDANCE

PEANUT BUTTER

VEGETABLE OIL

CANNED FRUIT & VEGETABLES

LEARN MORE ABOUT VIRTUAL FOOD DRIVES

philabundance.org/VirtualFoodDrive

Did You Know?

We can stretch your dollar even further! For every \$1 donated Philabundance is able to help provide two meals to someone in need. Donate funds and double your impact today!

Navigating the Participant Center

After you register your drive, you will automatically receive an email with a link to log in to your participant center. When you log in, you can manage your Virtual Food Drive page and make edits as needed. Below is an overview of what you will find in the participant center.

1

Email Your Network

Use our powerful email tool to let your supporters know about your virtual drive!

2

Track 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 Philabundance has received them.

3

Edit Team Page

Make your page stand out by adding an image and/or logo and personalize the title of your page. Include a welcome message telling your donors why this cause is important to you. Create a customized link by changing your page URL.

4

Edit 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 excited! Always make sure to hit *Save* before moving on.

Once logged into your participant center, you will see where you can connect to Facebook on the righthand side. Once connected, you will have a Facebook fundraiser attached to your Virtual Food Drive and can fundraise on either platform.



Did You Know?

Your Virtual Food Drive can connect to a Facebook fundraiser to reach more of your contacts!

Tips for Success

Virtual Food Drives are simple to organize with a little thoughtful planning. We've come up with a checklist for you to help you plan and execute a successful fundraiser:

- 1 Set a Goal**

If this is your first drive, set a goal you think is attainable. Goals are a fun way to get people excited about your drive. You will also have the option to change your goal at any time in your participant center.
- 2 Set a Date**

Giving people a deadline creates urgency and encourages them to support your drive in a timely matter.
- 3 Personalize Your Page**

Personalize your Virtual Food Drive with your company, organization and/or personal photo. Leave a message that tells people why your team is raising money. People will connect with your message and are more likely to donate when you show them how much this matters to you.
- 4 Send Out Emails**

Send emails out to at least 10 of your family members, friends, or colleagues! We've provided you with some templates to use when asking your contacts to donate to your Virtual Food Drive.
- 5 Share Your Page**

The key to your success is sharing your Virtual Food Drive page with your network and asking people to donate. The more people you share your page with, the more successful your fundraiser will be! Encourage your colleagues, friends, family, and supporters to share your page after they donate.
- 6 Connect to Facebook**

Studies show that connecting your page to Facebook can double your donations! Try it out.
- 7 Thank Your Supporters**

Send an email, write a thank you card or give a shout out on social media to thank your supporters! Log into your participant center to send out thank you emails to family and friends.

Wrapping Things Up

Your drive has ended and you're ready to wrap it up. Nicely done!

Make sure to thank your supporters and let them know how much money you raised. Every \$1 donated helps Philabundance provide two meals to someone in need, so let your supporters know how much of an impact you made together!

Once you have completed your virtual food drive, you can leave the page as is. If you want to host a Virtual Food Drive again in the future, you will need to create a new one but will have access to your past participants to contact.

From all of us here at Philabundance – thank you for helping to fight hunger in our community! Every single donation makes a difference and allows us to continue to support children, seniors and families experiencing food insecurity.

As always, please feel free to contact us at 215-600-1314 or reach out to the Food Drive Team at fooddrives@philabundance.org.

