



---

2020-2021  
Virtual  
Food Drive  
Manual

**PHILABUNDANCE**



# TABLE OF CONTENTS

.....

<b>Welcome!.....</b>	<b>3</b>
<b>Get Started: A Step-by-Step Guide .....</b>	<b>4</b>
<b>Are You a New or Returning User? .....</b>	<b>5</b>
<b>Navigating the Participant Center .....</b>	<b>6</b>
<b>Tips for Success .....</b>	<b>7</b>
<b>Wrapping Things Up .....</b>	<b>8</b>

## Welcome!

Dear Friends,

Thank you for joining us in the fight against hunger in the Delaware Valley. By hosting a virtual food drive you are maximizing your impact and empowering us to purchase the necessary food for our neighbors in need.

Over 700,000 people face food insecurity in our service area alone, 30 percent of whom are children and 16 percent of whom are senior citizens.

A virtual food drive is easy to set up and is a great way to get your community involved in raising funds and increasing awareness about hunger in our area.

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

Gratefully,

A handwritten signature in cursive script that reads "Olivia Edwards".

Olivia Edwards  
Community Fundraising Coordinator

## Get Started: A Step-by-Step Guide

To start your virtual food drive, head to [www.philabundance.org](http://www.philabundance.org) and click on the *Get Involved* tab and then click on *Host a Food & Fund Drive* from the drop-down menu. If you have any questions about the steps listed below, just email [fooddrives@philabundance.org](mailto:fooddrives@philabundance.org) and we will assist you.

### Register your Page

First, you need to decide how you want to register your virtual food drive page. You can choose from one of the three options below:

- **Register as an Individual, Organization or Business**

Select this option if you plan on setting up one page and plan for all participants to donate to that page. You will be given the option to name your page and a unique URL to send out to your friends, family or colleagues.

*Example:* A company wants to set up a virtual food drive for their employees to donate to.

- **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 be assigned as the team captain. You can now 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.

- **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. Please select returning user so that your contact information is kept in one location. You can retrieve your username or password if needed.

### Start It 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 your neighbors in need!

*Stretch Your Dollar*  
MAKE A BIGGER IMPACT!

**\$10 BUYS**

■ STORE PURCHASE\*   ■ PHILABUNDANCE

Item	Store Purchase*	Philabundance
PEANUT BUTTER	2 jars	4 jars
VEGETABLE OIL	2 bottles	4 bottles
CANNED FRUIT & VEGETABLES	2 cans	4 cans

LEARN MORE ABOUT VIRTUAL FOOD DRIVES  
[philabundance.org/VirtualFoodDrive](http://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 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 Personal 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 personal 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

A 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 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 personal message that tells people why you are 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 for you 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 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 may log back into your participant center to update the page and continue fundraising. If you want to reuse the same page, but want to remove the old data please contact [fooddrives@philabundance.org](mailto:fooddrives@philabundance.org) for assistance.

From all of us here at Philabundance – thank you for helping to fight hunger in the Delaware Valley! 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 215-339-0900 or reach out to the Food Drive Team at [fooddrives@philabundance.org](mailto:fooddrives@philabundance.org).



*Thank You!*