



Virtual Food Drive Toolkit



Step 1: Registering Your Drive

VFD Title

Using our VFD form on our website, set the foundation for your Virtual Food Drive! Choose a catchy, meaningful title that will showcase why you care about this cause. Some great examples include *Caring For the Community* and *Lend A Hand, Give A Can*.

Goal

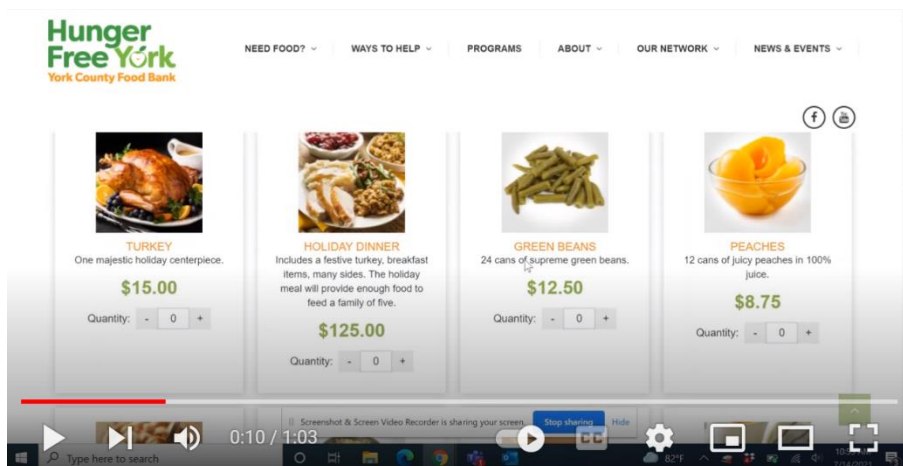
What is your ultimate goal? \$200? \$500? \$1,000? Make sure it is reasonably attainable to motivate participants as they watch their progress creep closer and closer to the goal line! One factor that might help you decide on the perfect number is how many participants you expect to have join in.

Choose Drive Theme

With our efforts gearing Food Drives to become mostly virtual, we've begun offering a hybrid, in-person food drive theme. These themes easily tackle one or a few specific items that are staples in our distribution boxes such as peanut butter, tuna or milk. This way, you can receive donations physically and online.

Fundraising Page

After completing the online form, we will approve your Food Drive and you can begin to customize your Fundraising Page. Add a description and even relatable graphics to your cover to make your landing page more enticing.



Watch this video to see what your Fundraising Page will look like!

Find A Match!

Finding an individual or business that will match the money and/or food donated can take your Food Drive to a whole new level! The donor would pledge to match donations received up to their desired amount, doubling the value of your donations. Having a Donor Match has been proven to increase morale and participation among donors.

Step 2: Promoting and Managing Your Drive

Flyer

Based on what theme you choose, you will receive a customized flyer to promote your Virtual Food Drive. [Click here to see your choices](#). Your company or group name will be added to the flyer as well as a QR specifically for your Virtual Food Drive. Once finished set-up, we will send you an email with your personalized flyer.

Social Media

The most powerful promotional tool is by far social media platforms. Share your VFD flyer on your Facebook, Instagram, Twitter, and LinkedIn feeds and stories. Feeling extra creative? Create a short, attention-grabbing video promoting your VFD and share on all platforms, including SnapChat and TikTok!

Always make sure to include a link or short, easy directions on how someone can support you and your VFD. Use engage worthy captions when posting about your VFD. Facebook only shows a few followers your post at a time so the more comments, shares, saves and likes you receive, the more your content will be pushed to other followers' feeds.

Email

Emailing your VFD flyer directly to friends, family and associates can add a personal touch to recruiting participants. Use our email template or create your own, asking them to join you or to donate.

In-Person

The themed part of your Virtual Food Drive is what can be collected in-person. Each flyer will specify what items can be collected. For example, for the Peanut Butter and Jelly Drive, you can collect peanut butter and jelly jars (but refrain from collecting **glass** containers).

Engage

Once you post on social media, be sure to engage with your followers. Thank anyone who shares your post and comment back to anyone who leaves response or inquiry.

Customized Resources

Please take advantage of our customized marketing materials that we create for each VFD. Once your theme is picked, we will provide you with a flyer you can use both online and in-person. We will email this along with an email template for you to utilize.

Progress Meter

Utilize the Progress Meter on your Fundraising Page to track your progress and motivate your team! Set incentives to reach different levels leading up to your ultimate goal.

Tips and Tricks

- Keep your followers and participants up to date on your progress!
- Encourage participants to share the flyer and link with their followers after they donate!
- Highlight your deadline. Create a sense of urgency with an end date.
- Offer an incentive. Start a raffle for everyone who participates and announce the winner once the VFD is finished. Promote the raffle ahead of time on social media and through emails to entice people to participate.

For any questions, ideas for themes or general comments, please email Kelly at

kellyr@yorkfoodbank.org or call (717) 846-6435 ex. 207.

Thank you for hosting a Virtual Food Drive for our community!