



Fund Drive Toolkit

Getting Started

Why should we host a fund drive?	2
Fundraising Options	2
Creating Your Fundraising Page	3

Participant Center

Tips for Success	3-4
Wrapping Things Up	4
Email Templates	4-6
Social Media Center	6-7
Frequently Asked Questions	7
Fundraising Ideas	8-9
Storybank	10-11

Still have questions?

Contact our Community Engagement Coordinator, Priscilla Weddle.
pweddle@foodbankonline.org | 757-644-4432

Questions regarding the Eastern Shore Branch can be directed to
Leslie Hart, Branch Office Coordinator.
lhart@foodbankonline.org | 757-787-2557

Questions regarding the Western Tidewater Branch can be directed
to Teri Zurfluh, Donor & Community Impact Manager.
tzurfluh@foodbankonline.org | 757-641-0682

Why should we host a fund drive?

You're helping more people. We purchase food in bulk, so we're able to purchase a well-balanced meal at a far lower cost.

It increases efficiency! Not only does it save you time by avoiding a trip to the grocery store, but the Foodbank can focus more on feeding our neighbors in need. Every donated item (yes, every single one!) that comes to the Foodbank must be inspected for damage and dates, sorted into bins, inventoried and stored.

Nutrition counts! Fresh fruits and vegetables improve health and well-being. You can't donate a bag of apples to a traditional food drive, but you CAN donate money to buy apples.

It's quick and secure. Transactions can be completed in minutes and donors will receive an automatic email receipt. Funds come directly to the Foodbank and are not sent to a third party.

Fresh food must be purchased. Fund drives allow the Foodbank to purchase the most needed items, like dairy, meat and produce.

It increases participation. Donation links can be customized with your company or organization's logo, and messaging and can be distributed electronically throughout your organization for 100% participation.

It's the greenest of all food drives. No transportation costs and emissions, boxes or waste!

It's fun, easy and super impactful! Plus, there won't be boxes of cans in your lobby.

Fundraising Options

Whether you plan to make a difference individually or as a member of a team, there's a neighbor who needs you. Please review the options below to decide what technique suits your fund drive best.

Fundraise as an individual – Select this option if you are fundraising as an individual or with a business or organization and plan on setting up one page to which all participants will donate. You will be given the option to name your page and provided a unique URL to send out to your friends and family.

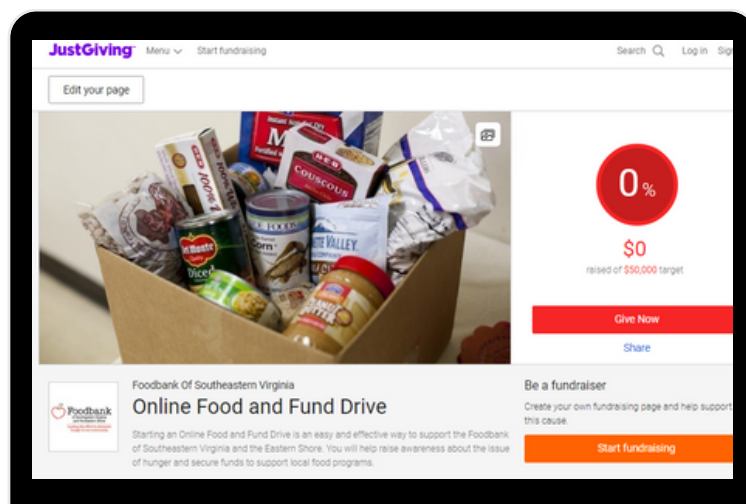
- Example 1: A company wants to set up a fund drive for their employees to donate to.
- Example 2: You are asking for donations in lieu of gifts for a special occasion — birthday, wedding, etc.

Fundraise as a team – Make your drive a team effort! Use this option if you are going to have multiple people raising money for your drive. The person who creates the team page will be automatically assigned as the team captain. You can now start recruiting your friends and colleagues to help you raise funds. Each team member can create their own fundraising page within the team 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 on their respective pages.

Creating Your Fundraising Page

1. Go to: <https://www.justgiving.com/campaign/online-food-and-fund-drive>
2. Click "Start Fundraising."
3. If you don't have an account, it will prompt you to create one.
4. If you do, select the category that best fits what you are wanting to do. If you are unsure, select "do your own thing."
5. Select event type: an appeal for a charity.
6. Type your unique event name. Be creative!
7. Include event date only if it's necessary for your records.
8. ONLY check the "in memory of someone" box, if you are doing this on behalf of someone who has recently passed.
9. Create your fundraising web address that you get to share with your friends. It will be the URL that you share so that people can donate to your specific page.
10. You can select opt-in or opt-out of receiving further communications.
11. Click create your page!
12. Now you get to personalize everything from here on out. You can add photos, goals, description, etc. Have fun making it uniquely yours.
13. Share your page with everyone you know. Email it, post it on social media, text it. The more you share about what you're doing and why it's so important will inspire others to share.



Tips for Success

A fund drive can be easy and simple to organize with a little thoughtful planning. We've come up with a checklist to help you plan and execute a successful fundraiser:

Set a Goal – If this is your first drive, set a goal you think is ambitious but attainable. Goals are a fun way to get people excited about your drive.

Set a Date – Giving people a deadline creates urgency and encourages them to support your drive in a timely matter.

Personalize Your Page – Personalize your fund drive page 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.

Ask for Support – Send emails 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 fund drive. You are also welcome to use experiences from our Storybank on pages 10 and 11.

Share Your Page – The key to your success is sharing your donation 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.

Thank Your Supporters – Send an email, write a thank you card or give a shout out on social media to thank your supporters!

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. Once you have completed your fund drive, you can leave the page as is. If you want to host a drive again in the future, you may log back into your page to update and continue fundraising.

From all of us here at the Foodbank of Southeastern Virginia and the Eastern Shore, thank you for helping to fight hunger in our community! Every single donation makes a difference and allows us to continue to support seniors, children and low-income families experiencing food insecurity.

Email Templates

Feel free to select whichever pieces you want to send, and customize them to meet your needs. Don't forget to fill in your own information where appropriate.

Initial Campaign Email – Donation Request to Friends, Family, and Colleagues

Dear Friends and Family,

This year, I would like to raise awareness about hunger in the Southeastern Virginia and the Eastern Shore communities. As a #FoodbankSEVA supporter, I will be [EVENT HERE – running a marathon, hosting a 5K Turkey Trot, asking friends and family for support]. I am making a commitment to raise funds and awareness for hunger because [YOUR ANSWER HERE]. The money we raise will go to the Foodbank of Southeastern Virginia and the Eastern Shore to provide nutritious meals to our neighbors in need.

The Foodbank remains grateful for the opportunity to serve diverse populations, but acknowledges that there are still over 194,000 individuals in our community struggling with hunger and food insecurity.

In FY 2022, the Foodbank distributed over 17 million pounds of food through nearly 200 Partner Agencies and program sites.

I am asking for your support to improve the lives of those in need. My personal goal is to raise [FUNDRAISING GOAL]. Please help me reach my goal by making a contribution now. You can visit my fundraising page at [INSERT LINK] to make a secure gift online. I invite you to join me in making a difference.

Thank you in advance for your generous support!

Sincerely,
[YOUR NAME HERE]

Mid Campaign Email – Donation Reminder to Friends, Family, and Colleagues

Dear Friends and Family,

You might have heard that I am fundraising to support the Foodbank of Southeastern Virginia and the Eastern Shore. This cause is very important to me because [YOUR ANSWER HERE]. I am encouraged by the support I have already received, but I still need help reaching my fundraising goal of [INSERT DOLLAR AMOUNT].

Would you be willing to help feed our neighbors in need? A gift of any amount would mean the world to me and will help to support the various programs at the Foodbank, such as the Backpack Program that provides backpacks full of nutritious food to children in food insecure homes. To donate, simply click the link to my fundraiser: [INSERT LINK]

It would also mean a lot if you could share my fundraiser link on social media. The more exposure I get, the faster I will reach my fundraising goal. I would love to talk to you about my fundraiser, so please do not hesitate to reach out.

Sincerely,
[YOUR NAME HERE]

Final Campaign Email – Donation Reminder to Friends, Family, and Colleagues

Dear Friends and Family,

I only have [NUMBER] days to finish fundraising for the Foodbank of Southeastern Virginia and the Eastern Shore. If only [INSERT NUMBER] people donated [INSERT DOLLAR AMOUNT] to my fundraiser, I would be able to meet my fundraising goal. Would you be able to help make this a reality?

To donate, just click the link to my fundraiser: [INSERT LINK] It would also really help if you could share my fundraiser link with everyone you know. The more eyes on my fundraiser, the better!

I appreciate all of your support! I would not be able to accomplish my goal without your help.

Sincerely,
[YOUR NAME HERE]

Thank You Email – End of Campaign

Dear Friends and Family,

I want to thank you for helping make a positive difference. Thanks to your generosity, we were able to raise [AMOUNT OF FUNDS] that will help the Foodbank of Southeastern Virginia and the Eastern Shore continue to serve over 194,000 of our neighbors facing hunger. I encourage you to stay involved and support their mission to mobilize resources to fight hunger in our community.

Here are a couple of ways to stay involved and continue helping our neighbors in need:

Start your own fundraising campaign – <https://justgiving.com/campaign/online-food-and-fund-drive>

Become a monthly donor – <https://foodbankonline.org/how-to-help/donate-funds/feed365/>

Volunteer at the Foodbank – <https://foodbankonline.org/how-to-help/donate-time/volunteer/>

Become an advocate - <https://foodbankonline.org/how-to-help/become-an-advocate/>

Thank you again for all of your generous support!

Sincerely,
[YOUR NAME HERE]

Social Media Center

Use your social media platforms to spread the word about your fundraising efforts. Share the importance of ending hunger and encourage your followers to donate to your campaign. Don't forget to fill in your own information where appropriate. Use the hashtag #FoodbankSEVA, tag @FoodbankSEVA, and encourage your network to follow along.



Sample Posts

I'm making sure my neighbors get enough to eat by supporting the @FoodbankSEVA. Will you help me fight hunger by raising [FUNDRAISING GOAL]? Make a difference by donating, so families have food for today and hope for tomorrow. [INSERT LINK]

It's tough to grow, learn, work, or even function when you're hungry. Help me eliminate hunger by donating to the @FoodbankSEVA: [INSERT LINK]

I'm joining the fight against hunger in Southeastern Virginia and the Eastern Shore. If you'd like to join me in making a difference, check out my page here. [INSERT LINK]

For my [INSERT EVENT] I am hosting a fundraiser to help end food insecurity in our community. Join me in leading the effort to eliminate hunger in our community. [INSERT LINK]

#DYK: There are more than 194,000 individuals facing hunger in our community. Among children, 1 in 4 are facing hunger. Join me in making sure that no child goes to sleep hungry. [INSERT LINK]

Frequently Asked Questions

For how long should I host my fund drive? You can host a drive for as long or short of a time as you would like. That said, the average time is about 2 weeks.

When do you need donations the most? While our neighbors face food insecurity 365 days a year, February–August are great months to host a virtual food drive. The holidays are a popular time for hosting drives, with a majority of all donations received in November and December. As we move into spring and summer, donations tend to slow while demand increases when children are out of school.

Can I donate with cash or check? Absolutely! Checks can be made payable and sent to Foodbank SEVA at 800 Tidewater Drive | Norfolk, VA 23504. Please put the check to Priscilla Weddle's attention and include the fundraiser name in the memo line. Cash can be dropped off at the same address between the hours of 8 a.m. to 4 p.m. and should also include the fundraiser name on a note.

Do you have any advertising materials? Feel free to download our logo to use in promoting your fund drive. Please use our full name — Foodbank of Southeastern Virginia and the Eastern Shore — and send us any materials that you create so we can review them prior to publishing them.

Can I share my fund drive on social media? Please do! We find that the most successful drives are ones where the host actively advertises the drive, and social media is a great way to spread the word. If you do share on social media, we'd love to see what you're doing. Please consider tagging @FoodbankSEVA on Facebook, Instagram, Twitter or LinkedIn. Don't forget to use the #FoodbankSEVA

How will I know how much my drive collected? Your donation link will have a running total for the public to see. If cash or checks are sent in, we can manually add them to the total on the link as long as the proper information is included with the donation.

Can I get a receipt for my donation? All donors will receive an automatic email receipt after the donation is made. If you need additional documentation please contact Priscilla Weddle.

How do I determine what my donation goal should be? Setting a goal is a great way to motivate donors, and it provides a sense of accomplishment at the end of your drive. Every donation helps. We suggest you let people know that for every \$10 we receive, we can purchase up to \$60 worth of grocery products.

Fundraising Ideas

Share, Share, Share! – Encourage your team to share the donation link on personal pages so friends and family can donate and continue to pass it along to their colleagues.

BINGO – Make bingo cards with key words or phrases for your business (e.g. TPS reports, KPIs, quarterly revenue). Everyone donates to play. The first coworker to get bingo wins!

Small-Group Discussions – If your community is highly engaged on key issues such as tackling hunger, consider bringing together a group of them to discuss. After you welcome everyone to the event, make a request for a contribution.

Talent Show – Simply request registrations in advance and then provide a ticket to access the show.

#TurnOrange to End Hunger – Break out your best orange shirt or prop for hunger awareness and tell your social media followers why ending hunger is so important to you.

Virtual Classes or Lessons – Whether you find an excellent cook, an impressive musician, or a skilled seamstress, as long as you can execute the lessons and the people who sign up can order the supplies, it's a great idea.

Bidding Wars – Start a bidding war for a range of opportunities, from getting the chance to pick a select member of your management team to scheduling your boss to do a task for you.

Challenge Your Neighbors – Have an office in another city or a colleague at an organization similar to your own? Challenge them to see who can give the most to their local food bank.

Host a Happy Hour – Request a cover charge and have the proceeds go toward the Foodbank while you have some after-hours fun and get to know your co-workers.

Match Your Gifts – Double Your Impact! Check if your company matches employees' charitable donations.

Friendly Competition – Divide the office into different teams. The team that collects the most donations gets bragging rights until next year's competition.

50/50 Raffle – The 50/50 raffle works like any other raffles – except the winner gets half of the funds you raise and the Foodbank gets the other half. Open the raffle up to families and friends.

Theme Fridays – Select days when colleagues make a donation to “dress down.” Try the opposite... Formal Friday has been a crowd favorite. It's been proven that getting out of your PJs improves productivity when working from home.

Paint or Craft Night – Similar to the cooking class, this fundraiser is entertaining and gives people a chance to create fun art for a good cause. Consider creating a painting that somehow reflects the cause or theme you're supporting, so participants have a beautiful piece of art that reminds them of your organization's great work.

Common Space in the Workplace – Post competition updates in or around common spaces in the workplace so folks can individually interact with one another. Time clocks, break rooms and white boards can be a great replacement for employees who don't have regular access to email.

Party – Need an excuse to celebrate? Throw a party - themed, dinner, dance, or whatever motivates you! Invite some friends, have some fun, and take donations online.

Raffle / Silent Auction – Raffle off parking spots, extra vacation days, tickets to sporting events or concerts, bottles of wine, a weekend get-away...the options are endless! This fundraiser is great when you're trying to mobilize a lot of people to participate and contribute small donations (which add up quickly).

Dog Days – Contribute a donation to feature your furry friends at work. Take it a step further to vote with donations for the cutest!

QR Code in the Window – Make a QR code for your team's fundraising page and post it on your mailbox or in your window. Encourage your neighbors to scan the code and donate to your team!

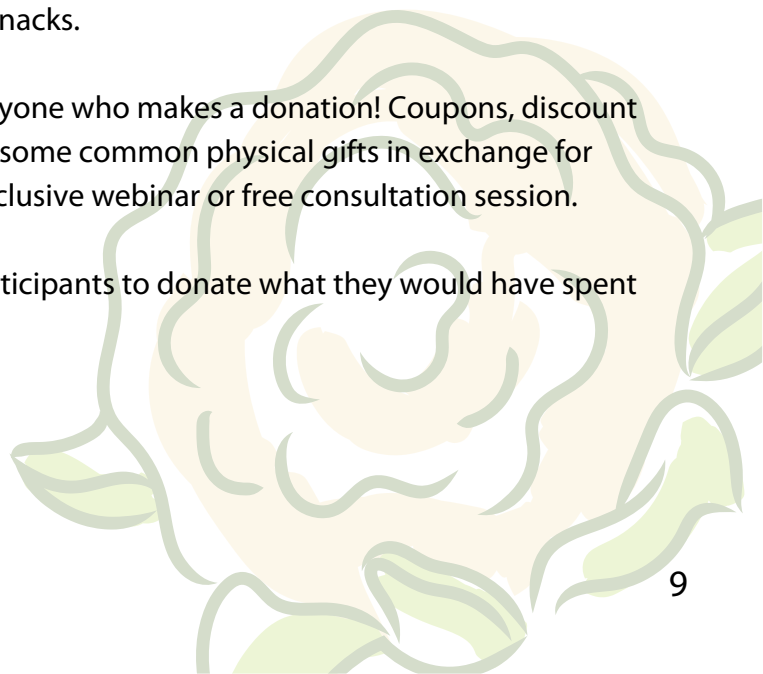
Cook-Off – Hold a cook-off using items already in your pantry. Swap recipes and vote for the best.

Movie Night – Host a movie night and ask for donations for entry. Make it a full party by inviting everybody to sip on their beverage of choice and share snacks.

Free Digital Download – Offer something desirable to anyone who makes a donation! Coupons, discount codes, or a gift that reflects your organization's work are some common physical gifts in exchange for donations. You can even offer things like access to an exclusive webinar or free consultation session.

Cut the Coffee – Skip that run to the coffee shop! Ask participants to donate what they would have spent on their coffee/drink to the drive.

Get Creative – Whatever works for you, works for us!



Janice's Story

Shortly after picking up her daughter Jaida, 7, from school, Janice swung by the school pantry. Providing her family with healthy food is “everything,” Janice said. The Foodbank’s distribution at the school “really helps. I love it.” Her daughter, a first grader who loves math, also receives breakfast and lunch at the school through the National School Lunch Program. With a high cost of living in their community, the extra support helps. Janice said she isn’t always able to buy the food that they want at the grocery store. Janice works her customer service job from home, which makes it easier to cook for her family of four. Their favorite meal is tacos, and she was looking forward to loading up the dish with the vegetables and meat from the distribution.



Robert's Story

Robert, a resident of the St. Paul’s community, and his wife have been struggling to purchase nutritious food because most of their funds go to paying bills and rent. When he heard about the opening of The Community Feed at Jordan-Newby, he was thankful for the opportunity to walk through the doors on a weekly basis and experience the new way the Foodbank of Southeastern Virginia and the Eastern Shore is distributing food and services through its Food Hubs. To show his appreciation for the program, he clears the parking lot of leaves on every day that it is open. “This food bank helps a lot of people,” he said.



Lynleigh's Story

Lynleigh loves to teach her four-year-old daughter Sabrina how to bake. “Not only does it make her feel good about herself, but I’m also teaching her fractions and counting,” Lynleigh said. While visiting a Foodbank distribution, Lynleigh was already planning their next kitchen collaboration: banana and zucchini breads, both from the fresh produce they received that day. With recent inflation and an unexpected loss of \$1,000 a month in their family income, Lynleigh and her husband, who is a veteran, have struggled to access reliable, healthy food for their family of four.

But attending the distribution is a great help, Lynleigh said. “It gives me even that little bit of extra money where, even if it’s like \$25 to \$50, I can put some money back into savings.” “I was literally getting to the point where I was buying groceries on my credit cards,” she said. “I can feel good about the fact that they are actually getting food that is nutritious for them,” Lynleigh said.



Eddy's Story

At the age of 18, Eddy is the only source of income for his family of five. He works at a local grocery store. Due to the pandemic, no one else in his family has been able to keep a job. Sometimes Eddy gets food at work to bring home, but it's not enough.

His mom heard about the Mobile Market and asked Eddy to go see what he could get for the family. "I'm surprised by how much food I received today. Thank you so much for this," he said, "We're very thankful."



Ruby's Story

"We need people," Ruby said as she visited a local food pantry. The COVID-19 pandemic has been difficult for Ruby, who is immunocompromised. She has spent much of the last two years isolated at home. "As we ease back into the world, I'm just grateful," she said. "I miss that connection with people." Ruby loves to try new foods. Recently, she was introduced to jasmine rice. And after receiving green, red, and yellow peppers from the pantry, she's excited to make a stir fry at home. "A stir fry is so easy," she said. "The key is the sauces."

Ruby worked for 43 years, most recently as a court-appointed advocate for children, but she finds that, with inflation, groceries can eat up a lot of her budget as a retiree. "You've got to either pay your bills or your groceries," she said. "But you need both."



Anwar's Story

About two months ago, Anwar lost his job at a gas station. He's been driving Uber ever since, but with inflation, high fuel prices and a family of six to feed, the money he makes doesn't stretch very far.

Recently, Anwar visited a Partner Agency food distribution. He brought along his sons Muhammad, 5, and Ibrahim, 7. Anwar loves to cook for his family, and he was excited to learn that the pantry was distributing meat that day. "Food is really expensive right now," he said. "All of this helps."

