



**Regional  
Food Bank**  
OF NORTHEASTERN NEW YORK

## **Virtual Food Drives Toolkit**

# ABOUT THE REGIONAL FOOD BANK

## Alleviating Hunger. Together.

The Regional Food Bank has been helping to feed the poor and hungry in our communities since 1982. It is the only organization of its kind in northeastern New York. The Food Bank collects large donations of food from the food industry and distributes it to charitable agencies serving hungry and disadvantaged people in 23 counties. From Plattsburgh to Newburgh, in urban, rural, and suburban communities, the Food Bank provides about 50 million pounds of food a year to 900 agencies. The Food Bank is a member of Feeding America, the national network of food banks.

The mission of the Regional Food Bank is to alleviate hunger and prevent food waste. We work toward this mission by ensuring that all products available for donation reach the Food Bank and are distributed judiciously to our member agencies; by practicing responsible stewardship; and by actively participating in the community to increase awareness of hunger and poverty.



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# HOSTING A VIRTUAL FOOD DRIVE

**Take action to end hunger.**

**Every \$1 can help provide 4 meals.**

With just a few clicks, you can make an immediate impact on hunger by providing food where it's needed most.

A virtual food drive is an easy and fun way to support the Regional Food Bank and help families facing hunger.



# STEPS FOR A SUCCESSFUL VIRTUAL FOOD DRIVE



## STEP 1

Create a fundraising page and set a goal for your team.



## STEP 2

Write and personalize your story to tell your team why you're raising money.



## STEP 3

Share your page with friends, family, and coworkers through social media or email.



## STEP 4

Follow up with updates and stories as your team raises money towards your goal.



## STEP 5

Thank everyone who gave for helping to provide food and hope to our neighbors in need.



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# **GETTING STARTED WITH YOUR VIRTUAL FOOD DRIVE**



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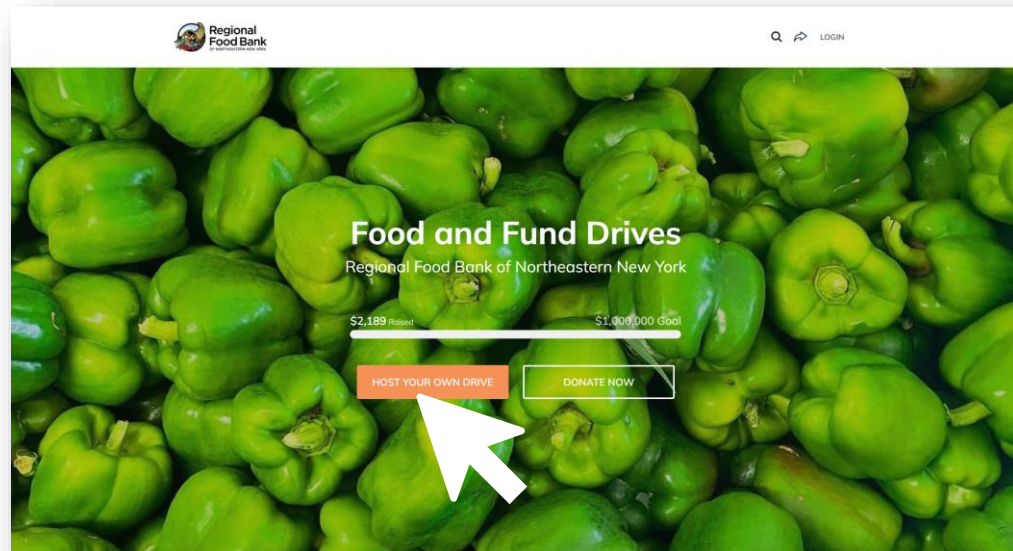
# HOW TO CREATE A VIRTUAL FOOD DRIVE

1

Click here to visit the food drive website

2

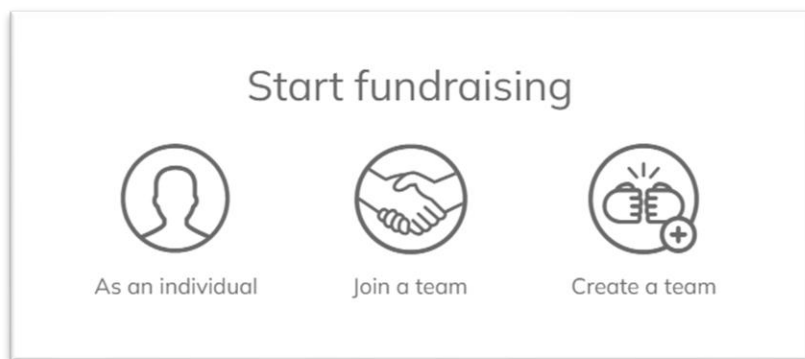
Select “HOST YOUR OWN DRIVE”



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# HOW TO CREATE A VIRTUAL FOOD DRIVE

## 3 Select your fundraising method



- **As an individual:** A personal fundraising page to share with your friends and family
- **Join a team:** Combine your efforts with other supporters of the organization
- **Create a team:** Invite other supporters to combine your efforts

## 4 Sign up to get started!

The screenshot shows a "Create an account" form with the following fields and elements:

- Email \***: A text input field with the placeholder "Enter your email address".
- New Password \***: A text input field with the placeholder "Enter your new password" and a "Show" toggle button.
- Password Requirements**: Four circular indicators showing requirements: 8 characters, 1 number, 1 letter, and 1 special character.
- Agreement**: A line of text stating "By clicking I agree to the [Terms](#) and [Privacy Policy](#)".
- NEXT**: A large orange button.
- Log into your account**: A link at the bottom of the form.



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# COMPLETE YOUR REGISTRATION

## 5 Enter team details

### Create your team

Team name \*

Set Team Fundraising Goal \*

Currency cannot be changed once a donation to your team has been made.

USD ▼ \$ 500.00 ✓

Team Page Headline \*

0/255

Set your Team Page's Short URL (optional)

<https://give.classy.org/ExampleShortUrl>

CREATE TEAM

**Team name:** This is public to your team and donors.

**Fundraising goal:** Aim high!

**Headline:** Why do you support the Regional Food Bank?

**Upload a profile picture/logo to personalize your team**

## 6 Enter your information

### Fundraising Page Questions

Please tell us a little more about yourself.

Title

Please Select ▼

Address Type \*

Please Select ▼

Address \*

Address 2

City \*

State \*

Please Select ▼

Zip \*

Company / Organization

FINISH



# SET UP YOUR PAGE

Personalize your fundraising page and tell your story!

To learn more about setting up or editing your page, visit the [Classy Help Center](#).

Should you require additional assistance setting up your page, please reach out to Erin at [erins@regionalfoodbank.net](mailto:erins@regionalfoodbank.net)



# TIPS TO GET STARTED



## Make it Personal

Share why you're fundraising for the Food Bank.  
Personalize your page with photos and updates.



## Set a Goal

Fundraisers with a goal are more likely to reach their target. You can always adjust your goal later, so aim high and share your target with your network!



## Donate First

Demonstrate your commitment to making a positive change in your community. Donors are more likely to give if they already see a contribution.

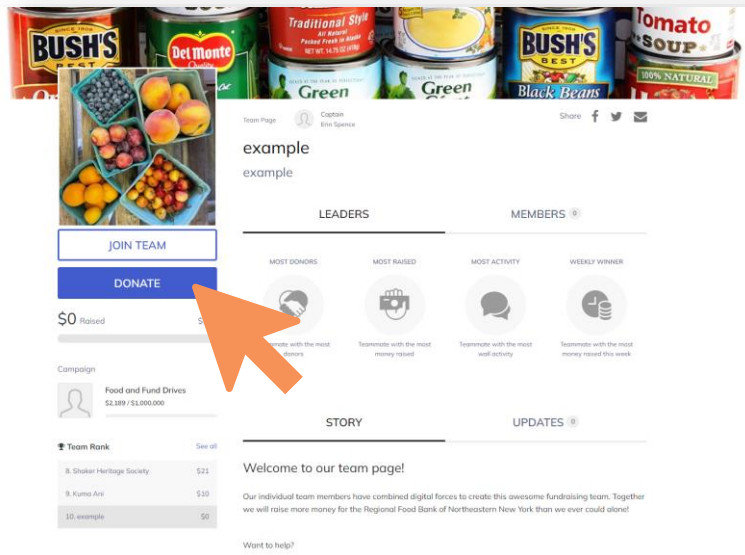


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# HOW TO DONATE

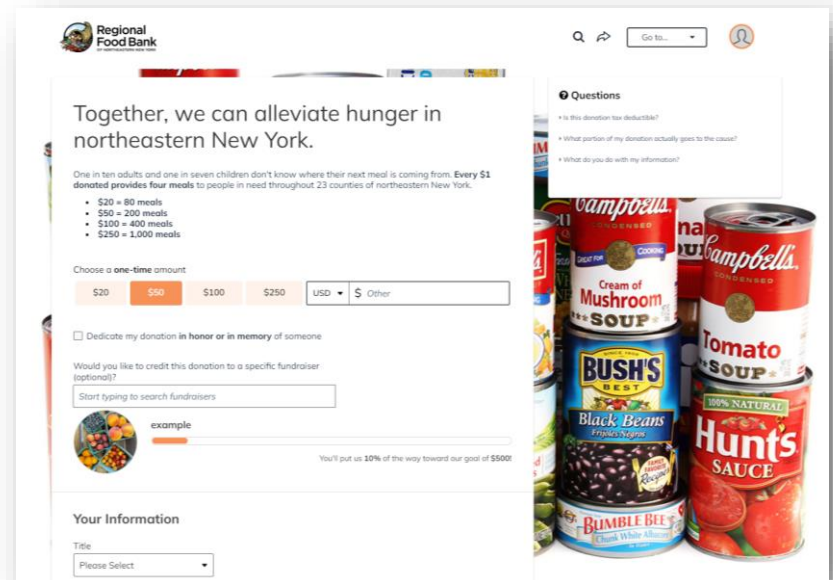
1

Open the donation page and click “DONATE”



2

Fill in your payment details and click “GIVE NOW!”



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# **SHARING YOUR VIRTUAL FOOD DRIVE AND INSPIRING YOUR NETWORK**



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# SHARE YOUR DRIVE WITH FRIENDS AND FAMILY

## Share your drive via email!

**Copy and paste the template below into your email provider.**

Family and Friends,

Did you know that \$1 can help provide 4 meals to our neighbors in need? Please help me support the Regional Food Bank of Northeastern New York by donating through my virtual food drive. Even a small donation will help me achieve my goal of [\$X]! The process is fast, easy, and secure. Thanks so much for your support.

Best,  
[Your Name]

Tip: Email your 5-10 closest contacts individually to build momentum!



# EMAIL TIPS

## Suggestions for sharing your drive by email:

**Day 1:** Email 5-10 closest contacts (family members and close friends)

**Day 2:** Email 10-15 close contacts (your entire friend circle)

**Day 3:** Send to as many contacts as you feel comfortable with (co-workers, friends of friends, your entire address book, etc.)

**Day 4:** Share your fundraiser on social media

Tip: Your closest contacts are the most likely to donate! Studies show people are more likely to give the closer you are to your goal. When your outer circles see progress toward your goal, they will be more likely to give!

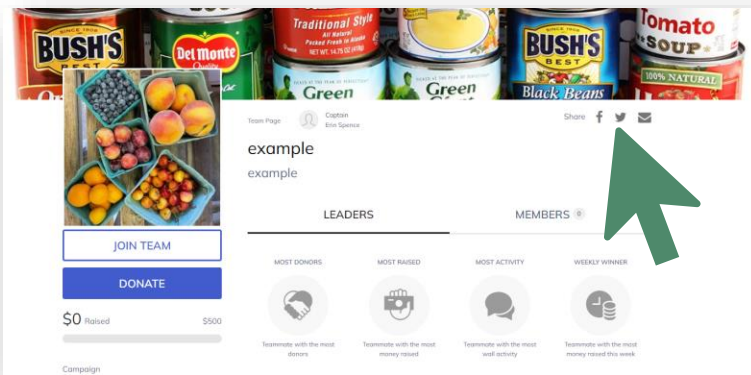


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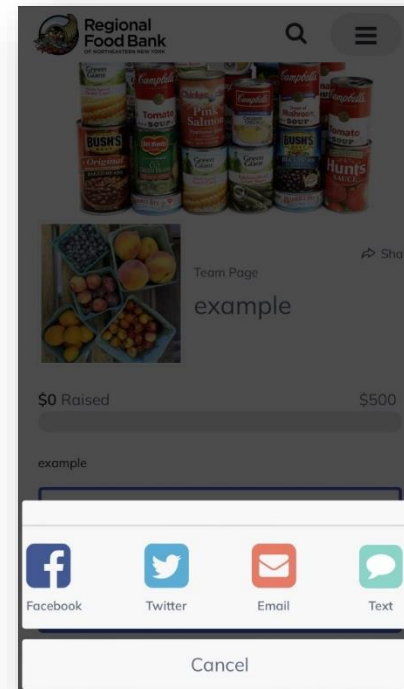
# SHARE YOUR DRIVE WITH FAMILY AND FRIENDS

## Social Media

Click the icons to share your fundraiser page directly to Facebook or Twitter!



Or copy and paste your drive link into LinkedIn, Facebook or your other social networks to share!



Tip: Click the share button on mobile devices to easily share your drive via email or text message!

# SHARE YOUR DRIVE WITH FRIENDS AND FAMILY

## Social Media Tips:

- Share your progress updates with your network: people are more likely to give the closer you are to your goal.
- Tag the Regional Food Bank in your posts for added visibility. Don't forget to follow the @foodbankneny for stories of impact that you can share with your network, too!



Click icons to connect!



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# ADDITIONAL WAYS TO AMPLIFY YOUR IMPACT

## Create a Theme

Giving your food drive a theme is a great way to get people excited about participating.

## Company Matching Gifts

Does your company offer a matching gift program? Matching gifts provide additional financial support allowing us to further serve our community in need. Check with your employer to see if they will match your donation.

## Create Friendly Competition

Organize teams by department, floor, classroom or other groups and see who can collect the most donations. It helps if the winning team is rewarded with a special incentive or prize.

## Get Your Company Involved

Having support from your organization's leadership can help emphasize the importance of your food drive. Encourage leadership to set an example by donating, sending an email or making an announcement at your next meeting.



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# WAYS TO SAY THANKS

It's important to individually thank each of your donors and let them know how much their support means to you!

## SAMPLE THANK YOU EMAIL:

Dear [First Name],

Thank you for donating to the Regional Food Bank through my virtual food drive! With your help, we can work towards ending hunger in northeastern New York. Feel free to check back on my fundraising progress as I attempt to reach my goal!

Thank you,  
[Your Name]

# **FREQUENTLY ASKED QUESTIONS**



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# FAQs

## How long should my food drive last?

Some food drives last for just a few hours while others span the entire year. If this is your first food drive, we recommend hosting a drive for a minimum of two weeks to make sure you have time to get the word out to your friends, family and colleagues!

## When is the best time to host my food drive?

We need your support all year long! The majority of food drive activity occurs during the holiday season. We would love to have your support throughout the year. Year-round, we work to make sure kids who usually receive breakfast and lunch at school don't go hungry on the weekends. We also work to support older adults, veterans and our local shelters, soup kitchens and pantries to make sure their shelves are stocked. You can setup your food drive anytime [HERE!](#)

## Can I use your logo to help promote my food drive?

Yes! We just ask that you send us a copy of any materials you create (before posting) so we can approve use of our logo. Please email [bethanys@regionalfoodbank.net](mailto:bethanys@regionalfoodbank.net) to request use of our logo.

## What is the difference between a virtual food drive and a traditional food drive?

Hosting a virtual food drive takes advantage of the Regional Food Bank's buying power that allows us to provide 4 meals for every \$1 donated. By purchasing food in very large quantities, the Food Bank can purchase the food at cost or at much lower rates than the average consumer. Hosting a virtual food drive also means you can skip the grocery store and lugging canned goods to a collection barrel! 100% of the proceeds from virtual food drives are used to purchase food. [Visit our website](#) to learn more about hosting a traditional food drive.

# THANK YOU!

Your virtual food drive fuels hope.



Every contribution provides food and hope. You're making an immediate and lasting impact on hunger in our community.  
Thank you for helping us to Alleviate Hunger. Together.



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