



second harvest
HEARTLAND

VIRTUAL DRIVE

Coordinator's Guide

Wrapping Up



**FOOD & FUND
DRIVE**

Thank you for giving
hope to our neighbors
facing hunger.

2harvest.org



DELIVERING THE GOODS

Your team can contribute many ways to your Virtual Drive:

**Online
financial
donations**

**Cash and
check
donations**

Matching gifts

Online financial donations to your Virtual Drive are the most efficient donations. These don't require delivery, generate instant receipts to the donor, are immediately reflected on your Virtual Drive progress thermometer, and eliminate the handling of any money on your end. We encourage you to recommend this method of donation to your potential donors.

Cash or check donations are always welcome—here where's to mail them:

Second Harvest Heartland

Attn: Food & Fund Drives
7101 Winnetka Ave N
Brooklyn Park, MN 55428

You can also drop these donations off at the address above. For cash donations that require a receipt, please provide donor information so we can mail a receipt (use the Cash Donation Form, which can be found in our [online toolkit](#)).

Important: Please ask that checks be made out to Second Harvest Heartland.

Matching gifts: Many companies have a matching gift program; you make a donation and your employer will donate the same. Remind your participants to check if their donations can be matched by visiting 2harvest.org/matchmygift.

Food donations require additional effort from coordinators like yourself! If you also collected non-perishable food items as part of your drive, please be mindful that **Second Harvest Heartland is not currently accepting food drive donations**. We are instead asking that all food donations be delivered directly to our agency partners to ensure maximum efficiency in getting donated items to the people who need them. A great resource in finding somewhere to donate your items is this [food shelf finder](#). By entering a zip code or address, you can discover food shelves and meal program sites in your area.



FINAL STEP: SAYING THANKS

When your drive is complete and processed, Second Harvest Heartland will send communication noting your total monetary donations and the impact your drive had on our community. Feel free to share the letter with those who donated to your drive.

Don't forget to express thanks to your donors! Consider hanging a thank-you poster in your break room or sending an email out to your donors. Take your appreciation to social media – post drive results on Facebook, Twitter and Instagram thanking those who supported.

CONTACT INFORMATION

If you have any questions, please call Maddie at 651.282.0899 or email drive@2harvest.org.

THANK YOU

FOR HELPING FIGHT HUNGER IN OUR COMMUNITIES!

