

Virtual Drive Coordinator's Guide

Thank you for giving
hope to our neighbors
facing hunger.



Thank you for hosting a Virtual Drive!

Thank you for helping Second Harvest Heartland end hunger by hosting a Virtual Drive!

Virtual Drives help us make the biggest impact. Your donations will help us acquire high-need, nutritious foods like fresh produce, meats and dairy. We can provide 3 complete meals for what it would cost you to purchase 1 can of food!

As the drive coordinator, you will serve as the liaison between your organization and Second Harvest Heartland. This Virtual Drive guide contains easy-to-follow instructions for starting and managing your drive, messaging and photos to show your impact, and tools to share your message.

We know your Virtual Drive will be a great success and will help local families, kids, and seniors experiencing hunger. Thank you for your support!

Sincerely,

Your friends at Second Harvest Heartland

Table of Contents

Fighting Hunger in the Heartland	Page 2
Register your Virtual Drive	Page 3
Participant Center	Page 4
Engaging Others through your Virtual Drive	Pages 5 - 6
Fun Ideas to Make your Virtual Drive a Success	Pages 7 - 9
Promoting your Virtual Drive	Pages 10 - 12
Delivering the Goods	Page 13
Final Step: Saying Thanks	Page 14
Additional Resources	Pages 15 - 16
• Power of a Dollar poster	
• Cash Donation Form	



Fighting Hunger in the Heartland

Hunger is closer than you think. In every community, in every zip code, kids, seniors, working parents, veterans and students—our neighbors—are hungry. By supporting Second Harvest Heartland through a Virtual Drive, you'll be helping these neighbors find their next meal.

Thank you!

Supporting statements

- One in 11 people - including 1 in 8 kids - living in Minnesota and western Wisconsin do not know where their next meal is coming from.
- Within the last year, 63% of Second Harvest Heartland clients have been forced to choose between paying for housing or food; and 67% have had to choose between paying for medicine or food.
- We all know someone struggling to put food on the table.
- Kids feel the stress that hunger brings to their families. Hunger is hard on everyone in a household.
- Your support helps connect our neighbors to the food they need to thrive.

You can make a BIG impact

\$1	Provides 3 meals
\$10	Feeds a person for 10 days
\$100	Feeds a family of 4 for 1 month

Register your Virtual Drive

The Second Harvest Heartland Virtual Drive is a representational giving tool that allows organizations and individuals to host an online food drive. Our Virtual Drive tool allows us to serve more people, more efficiently.

Visit 2harvest.org/drive and click on the “Start a Virtual Drive today” button.



Register

You can start a Virtual Drive for an individual or organization. You also have the option to start a new team or join an existing team.



What kind of user are you?

Register as a Returning User or a New User. If you have ever made an online donation or received an e-mail newsletter from us, you are likely already in our system. Please select ‘using an existing login’ so that your contact information is kept in one location. You can retrieve your username or password if needed.



Registration

Fill out your registration page.



Verify

Verify your information, then hit the “Complete Registration” button.



Congratulations!

You will receive an email confirmation with a link to manage your Virtual Drive. Good luck!

Participant Center

After you register your drive, you will instantly receive an email with a link to your Participant Center. Click on the link and log in. Once you log in, you can manage your Virtual Drive using the tools below:

Email

Use our powerful email tool to let your supporters know about your Virtual Drive! We have included some sample emails that you can send out to ask for donations and to thank your supporters.

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 we have received them at Second Harvest Heartland.

Personal Page

Make your page stand out! Add an image/logo and change the title of your page. Include a welcome message in the body of your page telling your donors why this cause is important to you. Create a customized link by changing your Personal Page URL.

Team Page (sample below)

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 fired up!

Join us in supporting Second Harvest Heartland and our hungry neighbors

SHARE THIS PAGE



TEST Team Page

We are committed to making sure kids and families have food on their tables, and enough left over for celebration and giving this holiday season. Help our team reach our goal!

Thank you for making a great difference for 1 in 11 local neighbors who are struggling to put enough food on their tables this season.

1% of Goal \$5 Raised

Goal: \$300.00

GIVE HOPE



1 month of healthy breakfast for a senior

\$10

ADD GIFT



Lunch for a child every weekend in the summer

\$25

ADD GIFT



1 month of meals for a veteran getting back on their feet

\$50

ADD GIFT



30 hygiene kits for neighbors struggling to make ends meet

\$65

ADD GIFT



Feed a family of 4 for one month

\$100

ADD GIFT



Fresh Produce Distribution event serving 40+ families

\$250

ADD GIFT



Power the work of our Volunteer Center each day

\$500

ADD GIFT



Buy the entire Hope Book!

\$1000

ADD GIFT

GIFT BASKET

Total Donation: \$0

RESET

CHECK OUT

DONATE (without shopping)

THANKS TO OUR DONORS

Engaging Others through your Virtual Drive

Give hope with the Hope Book.

Bring your virtual drive to life using our **Hope Book**, which highlights real life stories of neighbors supported by Second Harvest Heartland. The Hope Book gives you the opportunity to directly impact the kids, families and seniors we serve by providing nutritious food and support that impacts their lives.

Physical copies of the Hope Book are also available!
Email drive@2harvest.org to request your copy.



"It goes deeper than a food bank, it actually touches people's lives and adds humanity to the process (of getting help). I'm not just a number to you; the food is not going to a number."
-Tara



Tara

That would never happen to me

Tara, a proud wife and mother, faced the unthinkable when she lost her eldest daughter to a battle with pediatric cancer. Nearly in random, her husband lost his job and her family looked head-on at seemingly insurmountable circumstances. Their income went from livable to nothing. With one less income, medical bills piling up and funeral expenses pending, Tara and her family reached out to their local food shelf for help.

"Medical bills were coming back; we were paying for minimums on everything. In regard to bills versus groceries, I mean I have children, they needed the food." Tara reached out to Second Harvest Heartland and our staff was able to help her get temporary assistance through SNAP and connected to other resources until her husband was able to return to work. More than food, Second Harvest Heartland helped provide **hope** and a reminder that while their situation is trying, it is temporary.

A child can't learn and grow on an empty stomach

"I've worked with children for 10 years, so I feel food and education – you can't have one without the other," said Victoria, a teaching assistant at one of Second Harvest Heartland's meal program partner schools.

While hopelessness could be a natural reaction to a classroom where many of the students might have missed today's breakfast or last night's dinner, Victoria describes her classroom as quite the opposite. She sees compassion in the young children in her care. "Some of the kids get breakfast at home but they know their friend is always hungry, so they'll go get breakfast and give it to their friend!"

The kids instinctively know that when their friends are busy worrying about hunger it's difficult for them to concentrate, especially during a demanding school day. While food to fuel learning at school is important, it's equally crucial when school is out of session and kids don't have access to the free or reduced-price meals they rely on at school. Support over the holidays, on weekends and during the summer means local kids can learn, play and grow – and not worry about their next meal.



Victoria

Sample page.

The Hope Book coincides with your Virtual Drive team page!



Give Hope

to Minnesotans facing hunger.

Set up your company-specific or personal Virtual Food Drive to help fight hunger!

Step 1
Visit 2harvest.org/drive to register as an individual or organization.

Step 2
Log into your drive's participant center to personalize your drive page with a custom URL, your logo, and more.

Step 3
Share your drive link and include a customized message letting your donors know why you're helping fight hunger.

Write your unique link here and share with potential donors:
[http://support.2harvest.org/goto/_____](http://support.2harvest.org/goto/)

 \$1,000 buys the entire Hope Book!	 \$500 powers the work of our Volunteer Center each day	 \$250 hosts a Fresh Produce Distribution event serving 40+ families
 \$100 feeds a family of four, like Tara's, for one month	 \$65 supplies go hygiene kits for neighbors struggling to make ends meet	 \$50 provides one month of needs for a veteran getting back on their feet
 \$25 provides lunch for a child every weekend in the summer	 \$10 provides one month of healthy breakfast for seniors like Sandra	

Engaging Others through your Virtual Drive

A little competition goes a long way.

First, set a goal for your Virtual Drive. If this is your first drive, set a goal you think is attainable. If you have hosted a Virtual Drive for us in the past, try to beat last year's goal.

A little friendly competition is one of the top driving forces for a successful drive, and we recommend a group competition of some sort. For example, break out your teams by floor, department or by random to encourage a “get to know your coworker” setting. In this instance, you would need to set up two separate Virtual Drives (2 separate emails) to track each team's progress towards their goal. *See pages 5-7.*

Invite a Second Harvest speaker to your office.

Please let us know if you are interested in having an informal speaker for your fundraiser. We would be happy to stop by to share a little information about Second Harvest, who we serve, where the donations will be used, and to give our personal thanks to your team. This is also a great way to educate participants on their impact in our community!

Email Anne at alasky@2harvest.org if you are interested in having someone speak or host an informational table at your office.

Volunteer with us.

Incorporate a volunteer experience into your Virtual Drive. You will see your donations in action as you sort and repack healthy food in our warehouse! Use this as a kick-off event, mid-drive push or a way to wrap up your drive. Visit 2harvest.org/volunteer for more information and to schedule your group at one of our two locations:

Second Harvest Heartland – Brooklyn Park

7101 Winnetka Ave N.
Brooklyn Park, MN 55428

Second Harvest Heartland – Maplewood

1140 Gervais Ave.
St. Paul, MN 55109

Fun Ideas to Make your Virtual Drive a Success

Your goal is set, and the competition is on! Use the ideas below to get creative and have fun. No idea is too big when it comes to promoting your fundraiser and acquiring donations.

Keep it Simple

Envelopes and Reminders: Place a donation envelope in every mailbox and follow up with fun email reminders. Have your company match the donated funds with a financial match.

Online Donations: Set up your Virtual Drive and send out the link with a goal for your office.

Department Challenge: Have departments challenge each other to raise the most meals. Keep a running tally posted. Offer a pizza party or doughnut breakfast to the winning group and use a giant thermometer to track your progress.

Give Them A Hand: Create colorful paper cutouts of hands to sell to employees for \$1. Post them in the break room to show who donated.

Have a little Fun

1. Hold an auction. Auction extra days off, fun baskets or a reserved parking space.
2. Have a raffle and offer special donated services from company leaders in exchange for a donation.
3. Sell “casual day” passes in exchange for donations.
4. Share information about your Virtual Drive with your friends, family, and co-workers on social media. Take photos of your donors and activities to encourage others to participate!

Make it Big!

Cardboard Cutout Fundraiser

What you'll need:

- Cardboard Cutouts such as Justin Bieber, Fabio, David Hasselhoff
- Designated staff member as “Fine” Collector/Cutout Mover
- Posters to share about the activity

Directions:

1. Obtain a cutout of your choosing. These are available at comic stores, Amazon, and party supply stores. You can ask the store to donate one as well. If you are crafty, consider making your own cardboard cutout and printing at a copy shop.

continued...

Fun Ideas to Make your Virtual Drive a Success

Carboard Cutout Fundraiser continued...

2. Communicate with your staff how to send the cutouts to their coworkers, or how to purchase an Exemption pass. Create posters to place around the office with a picture of the cutout as a threat or encouragement.
3. Someone starts by placing it in the office of a coworker, who has to pay to get it out. The faster it is moved, the more money will be raised.
4. You can sell Exemptions – aka “Bieber-free zone” passes, which will keep the cutout out of employees’ offices. This amount should be significantly higher than the cost to put the cutout in an office. For example, if it costs \$5 to put the cutout in someone’s office, and \$5 to get it out of the office, it may cost \$20 to have an exemption or immunity.

Flamingo “Flocking” Activity

What you’ll need:

- Plastic flamingos (Dollar Store or Amazon)
- Flamingo Insurance Form
- Flamingo Order Form*
- Designated staff to collect money and “flock” the office

Directions:

1. Send out notice to the staff that, for a designated sum of money, a co-worker’s office can be flocked with flamingos. It can be anonymous, or the purchaser can be disclosed who they are.
2. When the designated staff receives an order form and money, the co-worker’s office will be filled with flamingos for 48 hours. The flamingos will be removed after 48 hours.
3. People can have flamingos removed from their office quickly by paying a fee and calling/emailing the Flamingo Hotline. People can pay for Flamingo Insurance, keeping their office flock-free for the duration of the fundraiser.
4. Tips: You don’t have to use Flamingos! Consider using something related to your business or culture. For example: your mascot, logo, or company’s product.

Pay-to-Play Activities

What you’ll need:

- Game or activity of your choice to play
- Tickets
- Prizes

Directions:

1. Choose a game to play that employees can pay to play. This could include trivia, balloon darts, Wii Bowling or any other game you would like!
2. For Trivia, teams pay entry fee to participate. For balloon darts, each dart can be numbered and assigned a prize, of varying monetary value.
3. Make sure to send out notice of the event two-three weeks ahead of time to ensure maximum participation.
4. Tips: Pay-to-play activities work great alongside another activity such as a barbeque, lunch, happy hour, etc.

Fun Ideas to Make your Virtual Drive a Success

Cutest Pet Contest

What you'll need:

- Employees with pets
- Wall space to display pet pictures
- Tickets
- Jars or boxes to collect donations or tickets
- Pet-related prize for the winner

Directions:

1. Secure a wall where employees can post pictures of their pets. Make sure it is a place where people walk by.
2. Invite employees to enter their pets into the Cutest Pet Contest for a \$5 entry fee.
3. Employees can vote on the cutest pets with their dollars. There are two options to collect votes. The first way involves placing a jar in front of each pet picture to collect money. The jar with the most money at the end of your contest wins. In the second method, you can have one large box or jar to collect tickets that you sell. Tickets can be sold for \$2 each or 6 for \$10. Place the tickets with the pet names written on the ticket in the collection container.
4. With either option, send out periodic emails to staff noting the leaders. Jazz it up – get the competition going for Fido!
5. In the end, award a pet store gift card to the winner. You can ask pet stores for a donation if you would like.



Promoting your Virtual Drive

As you coordinate your organization's Virtual Drive and are looking for ways to get your team involved with Second Harvest Heartland, we have the tools to help you share our story and engage your employees.

Intranet/Newsletter Communication

Whether you're new to Virtual Drives or already a pro, use the below blurbs to notify your teams about your fundraiser.

1) If you're switching from a traditional to a virtual drive:

Our food drive for Second Harvest Heartland is back again this year, but this time it's virtual! Rather than collecting cans, we'll be collecting cash and online funds to support the 1 in 11 Minnesotans, including 1 in 8 kids, who are hungry.

Why the change? Virtual Drives make the biggest impact for Second Harvest. They can provide 3 complete meals for what it would cost to acquire 1 can of food! Money raised through our Virtual Drive will help purchase fresh food like fruits and vegetables, meats and dairy for kids, seniors, veterans and working families.

\$1 provides 3 meals | **\$10** feeds a person for 10 days | **\$100** feeds a family of 4 for 1 month

Help us meet our goal of \$X,XXX! Give what you can at [CUSTOM DONATION LINK].

1) If you've hosted a virtual drive before:

We're excited to host another Virtual Drive to support Second Harvest Heartland! Last year we raised \$X,XXX, which helped provide X,XXX meals for kids and families in our community. Amazing work, team. This year we're setting the bar even higher with a goal to raise \$X,XXX!

Funds raised will help the 1 in 11 people including working families, kids, and seniors - our neighbors - who are struggling to put food on the table.

\$1 provides 3 meals | **\$10** feeds a person for 10 days | **\$100** feeds a family of 4 for 1 month

Help us meet our goal and please give what you can at [CUSTOM DONATION LINK].

Social Media

Document your drive by taking photos to share on social media. Tag us on Twitter and Facebook (@2harvest) and Instagram (@secondharvestheartland) using #endhunger and #hungerfighter. Feel free to use the below posts and photos to share your message.

Sample posts:

1 in 8 Minnesota children is hungry. COMPANY is proud to partner with @2harvest to fuel a stronger, healthier future where every child is fed.

The impact we have together is making a difference. Together with Second Harvest Heartland last year, we helped provide 97 million meals to over 532,000 people in Minnesota and western Wisconsin.

No one should go hungry. COMPANY NAME and our employees are proud to support Second Harvest Heartland. Learn more about the face of hunger in Minnesota - <https://youtu.be/tPzwWERva00>

Today I am donating the cost of my lunch to @2harvest to help ensure my fellow Minnesotans are healthy and thriving. Join me! [link]

1 in 8 Minnesota kids is hungry. I'm proud to work for COMPANY that partners with @2harvest to support kids in our community. #hungerfighter

Graphics:



Give the gift of
hope to seniors
facing hunger.



second harvest
HEARTLAND

Give the gift
of hope to kids
facing hunger.



second harvest
HEARTLAND



second harvest
HEARTLAND

Delivering the Goods

Your Virtual Drive will generate a variety of contributions for our hungry neighbors.

- Online financial donations
- Cash and check donations
- Volunteer hours

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. Please mail cash/check donations to:

Second Harvest Heartland
Attn: Food & Fund Drives
1140 Gervais Ave.
St. Paul, MN 55109

You can also drop these donations at either location (see below). For cash donations that require a receipt, please provide donor information so we can mail a receipt (use the Cash Donation Form).

Important: Please ask your supporters to make checks 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 co-workers to have their donations matched. Visit 2harvest.org/matchmygift to see if your company has a matching gift program.

Food donations require additional effort from coordinators like yourself! If you also collected non-perishable food as part of your drive, please deliver your food donations to either Second Harvest Heartland location below.

Second Harvest Heartland – Maplewood

1140 Gervais Ave.
Maplewood, MN 55109
Collection hours:

- M-F 8 a.m. to 4 p.m.
Please check in at front desk

Second Harvest Heartland – Brooklyn Park

7101 Winnetka Ave N.
Brooklyn Park, MN 55428
Collection hours:

- M-F 8 a.m. to 3:30 p.m.
Use door 19 on the south side of the building

Please be prepared to fill out a short form including donor's name, complete address, phone number and contact name, so that we may properly credit your drive.

Final Step: Saying Thanks

When your drive is complete and processed, Second Harvest Heartland will send communication noting your total monetary donations (and food donations if applicable), 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 send an email out to our 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 Anne at 651.209.7979 or email drive@2harvest.org.

**Thank you for helping
fight hunger in our
communities!**



Power of a Dollar

\$10 spent at a local grocery store can buy this...



\$10 cash donation can buy all this!



