



second harvest
HEARTLAND

VIRTUAL DRIVE

Coordinator's Guide



**FOOD & FUND
DRIVE**

Thank you for giving
hope to our neighbors
facing hunger.

2harvest.org



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

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FIGHTING HUNGER IN THE HEARTLAND

Hunger is closer than you think. In every community, 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!

HUNGER FACTS

- One in eight people - including 1 in five 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 with hunger.
- 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 tool that allows organizations and individuals to host an online drive. Our Virtual Drive helps us to serve more people, more efficiently.

Visit 2harvest.org/drive to get started.



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're 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.



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 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 checks. These gifts will count towards your goal, but only after we have received them.

PERSONAL PAGE

Make your page stand out! Add an image/logo and change the title of your page. Include a welcome message, telling your donors why this cause is important to you. You can even 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 excited to fight hunger!

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.

We have a [digital version](#) that is easy to share with others, but 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



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

"We worked with children for 10 years, so I feel food and education — I have one without the other," said Victoria, a teaching assistant at one of Harvest Heartland's meal program partner schools.

While hopelessness could be a natural reaction to a classroom where 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 children in her care. "Some of the kids get breakfast at home but they find it's always hungry, so they'll go get breakfast and give it to their friends. The kids instinctively know that when their friends are busy worrying about food, it's difficult for them to concentrate, especially during a demanding school year."

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 during the summer means local kids can learn, play and grow — all about their next meal.

Victoria



Sample page.

That would never happen to me

Tara, a proud wife and mother, faced the unthinkable when she lost her oldest daughter to a battle with pediatric cancer. Nearly six months later, 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 so 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.



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/> _____

 GIVE HOPE \$100 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 30 hygiene kits for neighbors struggling to make ends meet	 \$50 provides one month of meals 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.

Set a goal for your Virtual Drive. If this is your first drive, set a goal you think is attainable. If you've already hosted a Virtual Drive, try to beat last year's goal!

A 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 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 (using two different email addresses) to track each team's progress towards their goal.

INVITE A SPEAKER TO PRESENT TO YOUR GROUP.

Please let us know if you're interested in having an informal speaker for your fundraiser. We would be happy to share a little information about Second Harvest Heartland, 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 Maddie at marchbold@2harvest.org if you are interested in having someone speak to your group.

VOLUNTEER WITH US.

Incorporate a volunteer experience into your Virtual Drive. You will see your donations in action as you sort and repack 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
Saint Paul, MN 55109





FUN IDEAS TO MAKE YOUR VIRTUAL DRIVE A SUCCESS

Your goal is set, and the competition is on—let the games begin! Use the ideas below to get creative and have fun.

KEEP IT SIMPLE

Envelopes and Reminders: Place a donation envelope in every mailbox and follow up with fun email reminders. Better yet—have your company match donated funds so your team can double its impact!

Online Donations: Send a link to your Virtual Drive with a goal for your office.

Department Challenge: Have departments challenge each other to raise the most meals, and keep a running tally posted. Offer a pizza party 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 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!



FUN IDEAS TO MAKE YOUR VIRTUAL DRIVE A SUCCESS

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're crafty, consider making your own cardboard cutout.
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 pays 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.

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 disclose 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.



FUN IDEAS TO MAKE YOUR VIRTUAL DRIVE A SUCCESS

PAY-TO-PLAY ACTIVITIES

What you'll need:

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

Directions:

1. Choose a game 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 an 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 2-3 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.

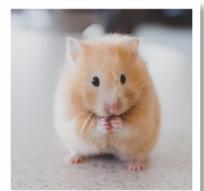
CUTEST PET CONTEST

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 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, here are some 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 messaging 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 8 Minnesotans, including 1 in 5 kids, who are hungry.

Why the change? Virtual Drives make the biggest impact. Second Harvest Heartland 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 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].

2. 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 8 people, including working families, kids, and seniors, 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].



PROMOTING YOUR VIRTUAL DRIVE

SOCIAL MEDIA

Thank you for hosting a Food & Fund Drive! Please find links to social copy, graphics and pictures below to promote your drive to your internal networks and external audiences. Note that there are placeholders (highlighted in yellow) throughout that can be adjusted to include information about you and/or your company/organization. Please let us know if you have any questions!

SECOND HARVEST HEARTLAND SOCIAL MEDIA HANDLES:



@2harvest



@2harvest



@secondharvestheartland



@Second Harvest Heartland

SOCIAL COPY FOR FACEBOOK, TWITTER, INSTAGRAM, LINKEDIN:

[Click here for social copy](#)

PHOTOS AVAILABLE FOR USE:

[Click here for photos](#)

GRAPHICS AVAILABLE FOR USE:

[Facebook and Instagram Graphics](#)

[Instagram Story Graphics](#)

[Twitter Graphics](#)

KEY MESSAGES AND STATISTICS

Use the messaging provided to inform your teams about Second Harvest Heartland, who we serve and how we connect our neighbors to the food they need to thrive.

[Click here for key messages and statistics](#)



CLIENT STORIES

Consider using the stories below to help underscore the importance of your Virtual Drive. You can find more stories in the [Hope Book here](#).

TARA

Tara, a proud wife and mother, faced the unthinkable when she lost her eldest daughter to a battle with pediatric cancer. Nearly in tandem, 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.

VICTORIA

“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.



DELIVERING THE GOODS

Your team can contribute many ways to your Virtual Drive:

**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—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).

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 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 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 [Hunger Solutions](#). By entering a zip code or address into their food shelf finder, you can discover sites and programs 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!

