



second harvest
HEARTLAND



**VIRTUAL FUND
DRIVE**

Coordinator's Guide
Getting Started

Thank you for giving
hope to people facing
hunger in our region.

2harvest.org





FIGHTING HUNGER IN THE HEARTLAND

Hunger is closer than you think. In every community, kids, seniors, working parents, veterans and students are hungry. By supporting Second Harvest Heartland through a virtual fund drive, you'll be helping these neighbors find their next meal.

Thank you!

HUNGER FACTS

- More than a half a million Minnesotans, including nearly 200,000 Minnesota kids, are facing hunger right now.
- Parents and seniors are making impossible choices—between essential bills and groceries—while kids wonder where their next meal might come from.
- Food is essential for each of us to take on the day. Food provides peace of mind.
- Your support helps connect Minnesotans facing hunger to the food they need to thrive.





REGISTER YOUR VIRTUAL FUND DRIVE

Second Harvest Heartland’s virtual fund drive tool allows organizations and individuals to host an online fundraiser, which helps us serve more people, more efficiently.

Visit 2harvest.org/drive to get started.

1 REGISTER

Visit 2harvest.org/drive to get started. If this is your first time engaging with Second Harvest Heartland online, select “creating a login” to set up a new account. If you have previously made an online donation or have received an email newsletter from us, it’s likely that you’re already in our system—you can select “using an existing login” to register your drive under your active account.

2 FILL OUT AND VERIFY YOUR INFORMATION

Once you’re logged in, fill out the registration page so we can learn some basics about you and your drive. When you’re finished filling out all necessary fields, verify that your information looks correct and hit the “Complete Registration” button.

3 SET UP YOUR DRIVE PAGE

Congratulations! Your drive is officially registered. You should now receive a confirmation email with a link to start setting up your drive page. More details on this step can be found on the next page of this guide.



PARTICIPANT CENTER

After you register your drive, you will instantly receive an email with a link to your Participant Center, which will serve as your hub for managing all things related to your virtual fund drive. Click the link found in your confirmation email to log in to your account and access these helpful features:

URL



First, make it easy for participants to get to your drive page by creating a custom URL. We suggest including your name, your organization's name, or the name of your fundraising campaign to make the URL relevant to your drive.

PAGE



Next, personalize your drive page (sample pictured on next page) with your own page title, copy, and a photograph. You may wish to share why you feel compelled to fundraise for Second Harvest Heartland, the timing of your fundraiser, and why you want others to get involved. Feel free to add as much or as little detail as you'd like!

EMAIL



Once your page is set up and you're ready to start fundraising, use our email tool to let your supporters know about your virtual fund drive! Included in your Participant Center are sample emails that you can send when asking for donations or thanking your donors.

PROGRESS



Easily track the progress of your drive by viewing your donation history and editing your goal whenever needed. You also have the option to enter offline gifts for donations you receive in person.

