



second harvest  
**HEARTLAND**



**VIRTUAL FUND  
DRIVE**

## **Coordinator's Guide**

**Make Your  
Drive a Success**

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

**2harvest.org**





## ENGAGING OTHERS THROUGH YOUR VIRTUAL FUND DRIVE

### A LITTLE COMPETITION GOES A LONG WAY.

Set a goal for your virtual fund drive. If this is your first drive, set a goal you think is attainable. If you have already hosted a virtual fund, try to beat your previous 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 fund 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 and where your donations will be used, as well as 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](mailto:marchbold@2harvest.org) if you are interested in having someone speak to your group.

### VOLUNTEER WITH US.

Incorporate a volunteer experience into your virtual fund 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](https://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 FUND 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 the donated funds so your team can double its impact!

**Online Donations:** Send a link to your virtual fund 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 fund 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 FUND DRIVE A SUCCESS

### MAKE IT BIG!

#### CARDBOARD CUTOUT FUNDRAISER

What you'll need:

- Cardboard cutouts of celebrities or sports figures
- 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 has to pay to get it out. The faster it is moved, the more money will be raised.
4. You can sell exemptions - aka “celebrity-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 Order Form\*
- Flamingo Insurance 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 FUND 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 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 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 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.

