



second harvest  
**HEARTLAND**



**VIRTUAL FUND  
DRIVE**

## **Coordinator's Guide**

### **Promoting Your Drive**

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

**2harvest.org**





## PROMOTING YOUR VIRTUAL FUND DRIVE

As you coordinate your organization's virtual fund drive, here are some tools to help you share our story and engage your employees.

### INTRANET/NEWSLETTER COMMUNICATION

Whether you're new to virtual fund 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 fund 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 for the more than half a million Minnesotans facing hunger.

Why the change? Virtual fund 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 fund drive will help purchase fresh for kids, seniors, veterans and working families.

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

#### 2. If you've hosted a virtual fund drive before:

We're excited to host another virtual fund 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 more than half a million Minnesotans facing hunger.

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







## PROMOTING YOUR VIRTUAL FUND DRIVE

### SOCIAL MEDIA

Below, you will find links to social copy, graphics and pictures to use in promoting 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:

[Click here for social 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](#)

