



**Coordinator's Guide** 

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

2harvest.org





# **THANK YOU**

# FOR HELPING SECOND HARVEST HEARTLAND END HUNGER BY HOSTING A VIRTUAL FUND DRIVE!

Virtual fund drives help us make the biggest impact. Your donations will help us acquire high-need, nutritious foods like fresh produce, meats and dairy. For every \$1 we receive, we can provide 3 complete meals to those facing hunger in our region!

As a drive coordinator, you help connect people in your network to Second Harvest Heartland's mission of ending hunger together. This coordinator's guide contains easy-to-follow instructions for starting and managing your drive, key messages and graphics to use in promoting your drive, and other tips and tricks to engage your participants along the way.

We know your virtual fund 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 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 <a href="mailto:2harvest.org/drive">2harvest.org/drive</a> 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.
- 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.





# 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 <u>marchbold@2harvest.org</u> 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 <a href="mailto:2harvest.org/volunteer">2harvest.org/volunteer</a> 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.









#### 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





#### **DELIVERING THE GOODS**

Your team can contribute in many ways to your virtual fund drive.

Online financial donations

Cash and check donations

**Matching gifts** 

Online financial donations to your virtual fund drive are the most efficient donations. These don't require delivery, generate instant receipts to the donor, are immediately reflected on your virtual fund 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's where to mail them:

#### Second Harvest Heartland

Attn: Donor Relations 7101 Winnetka Ave N Brooklyn Park, MN 55428

You can also drop these donations off at the address above during business hours (Monday through Friday, 8 a.m. - 4:30 p.m.). For cash donations that require a receipt, please provide donor information so we can mail a receipt (use the Cash Donation Form, which can be found at the end of this guide and in our online toollkit).

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 participants to check if their donations can be matched by visiting

2harvest.org/matchmygift.





#### **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 send 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!



# the POWER of a DOLLAR



spent at a local GROCERY STORE can buy this...



CASH DONATION can buy all this!





# **CASH DONATION FORM**

For individual donors to receive a receipt for their cash donations from Second Harvest Heartland, coordinators need to complete the form below for each donation and return with donations.

second harvest
HEARTLAND

Please note: Receipts will be sent to donors a few weeks after donations have been received and processed at Second Harvest Heartland.

