



second harvest
HEARTLAND



**VIRTUAL FUND
DRIVE**

Coordinator's Guide
Wrapping Up

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

2harvest.org





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 toolkit](#)).

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!

