



FOOD • CONNECTION • HOPE

# Virtual Food Drive Toolkit



# Hosting a Virtual Food Drive (VFD)

**With your help and our purchasing power, Freestore Foodbank can turn \$1 into (up to) 3 meals.**

A virtual food drive is an easy way to get involved and support our mission to improve lives by eliminating hunger in partnership with our community. Through online platforms, it allows individuals and organizations to contribute easily and quickly, ensuring that food reaches those who need it most. A virtual food drive helps to address hunger in real time, making it a vital tool for supporting vulnerable populations and ensuring they have access to nutritious meals when they need it the most.





# Getting Started

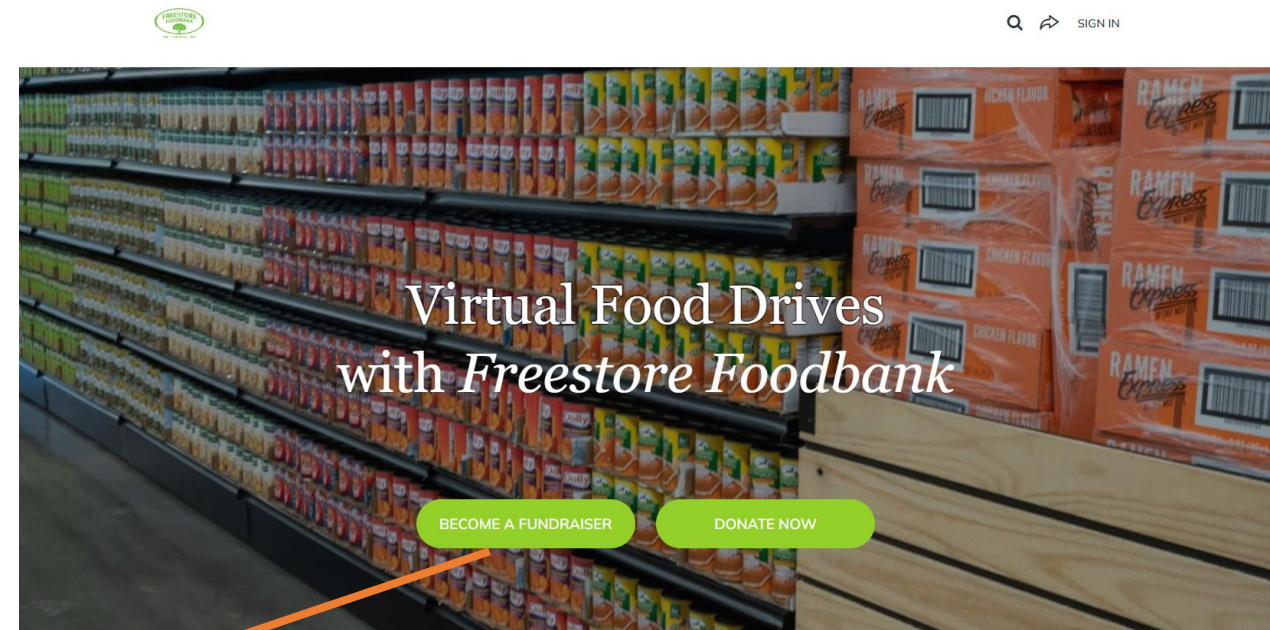
Step 1: [Visit our VFD website!](#)

Step 2: Choose your drive type

As an individual: This option is great for people setting up a virtual food drive for a birthday, anniversary, holiday, or other events.

Create a team: This option is preferred for people setting up a VFD on behalf of an organization or multiple people.

Join a team: This option is for people within an organization that already has a team, allowing them to fundraise on their behalf.



Start fundraising



As an individual



Join a team



Create a team

If you are trying to donate to a virtual food drive, choose this option! You'll be able to choose a VFD to donate to from a drop-down menu.

## Create your team

Team name \*

Name your team

Set Team Fundraising Goal \*

Currency cannot be changed once a donation to your team has been made.

USD

\$ 500.00

Team Page Headline \*

Help us end hunger in the tristate!

35/255

Set your Team Page's Short URL (optional)

<https://give.freestorefoodbank.org/ExampleShortUrl>

Start typing

It's okay to contact me in the future. I agree to receive periodic text messages from Freestore Foodbank. Text HELP for more information. Text STOP to stop receiving messages.

CREATE TEAM

- After choosing your VFD type, you'll be asked to log in or create an account. If you have donated to Freestore Foodbank from July 2024 onward, use the email associated with your donation to sign in. This email will be associated with your online giving, recurring giving, and virtual food drives.
- Next, follow the steps to set up your team or individual page.
  - You can use an organization name or a fun name to identify your team
  - Pick a goal amount
  - If you have a mission or vision you want to tagline here
  - You can also create a unique URL such as  
[Give.freestorefoodbank.org/yourcompanyhere](https://give.freestorefoodbank.org/yourcompanyhere)
  - Follow the rest of the prompts such as team photo, and contact information



MANAGE

Go to...



Congratulations! You've set up your virtual food drive.

Here is a look at your homepage:

YOU ARE ONE IN A  
**MELON**

[JOIN TEAM](#)

[DONATE](#)

\$15 Raised \$500

**Team Rank** See all

1. You're One in a MELON Food ...	\$15
2. The Marsh Team	\$0
3. Example	\$0

Team Page: Captain Morgan Cinnamon Share [f](#) [x](#) [✉](#)

## You're One in a MELON Food Drive

You're one in a melon, but hunger effects one in seven people in our community. Help fight hunger today!

LEADERS

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MEMBERS 1

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WEEKLY WINNER

Teammate with the most money raised this week

MOST ACTIVITY

Teammate with the most wall activity

MOST DONORS

Teammate with the most donors

MOST RAISED

Teammate with the most money raised

STORY

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Welcome to our Virtual Food Drive!

This year, we are partnering with Freestore Foodbank by setting up a Virtual Food Drive! This is an efficient, impactful way to help our community! It allows school pantries, church pantries, medical pantries and more to choose what is most needed for their shelves.

By partnering with Freestore Foodbank, we are taking a stand against hunger. Help our cause by joining our team, donating, and sharing with your friends and family today!

UPDATES 0

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- From here you can copy your URL or share on to social media sites.
- People can donate or join your team and fundraise on behalf of the main team.
- At the top you'll be able to manage your team page. From here you can see donations, send emails, thank your donors, and change the details of your VFD.
- You can also update your donors and teammates with progress, encouragement, and more.

If someone would like to donate to a team, on the main page choose donate.

After choosing an amount and duration (one time or monthly), choose a team from the drop down.

Fill out the rest of the form to complete your donation.

Someone can donate to a team also via the team page.

**Freestore Foodbank**

Go to...

**Questions**

- Is this donation tax deductible?
- What is a Virtual Food Drive (VFD)?
- Does Freestore Foodbank accept canned food drives?
- What is the impact of a Virtual Food Drive?
- Tips for a Successful Virtual Food Drive
- How is my donation used?

### What your donation can help Freestore Foodbank purchase:

- \$5 could buy 15 cans of soup
- \$10 could buy 14 boxes of oatmeal
- \$25 could buy 17 5-oz cans of tuna
- \$50 could buy 100 boxes of whole grain pasta
- \$100 could buy 80 18-oz jars of peanut butter

One-time  Monthly

Choose a one-time amount

\$25  \$50  \$75  \$100  USD  \$ other

Dedicate my donation **in honor or in memory** of someone

See if your employer will match your donation

Would you like to credit this donation to a specific fundraiser or team (optional)?

mel

You're One in a MELON Food Drive

You're one in a melon, but hunger affects one in five people in our community. Help fight hunger today!

me \*

non

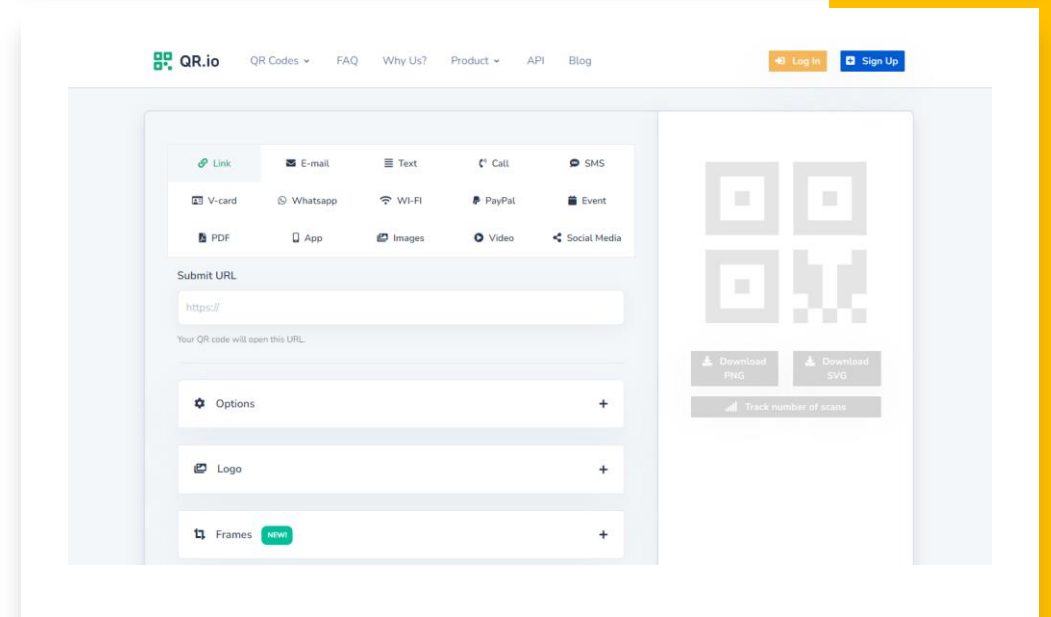
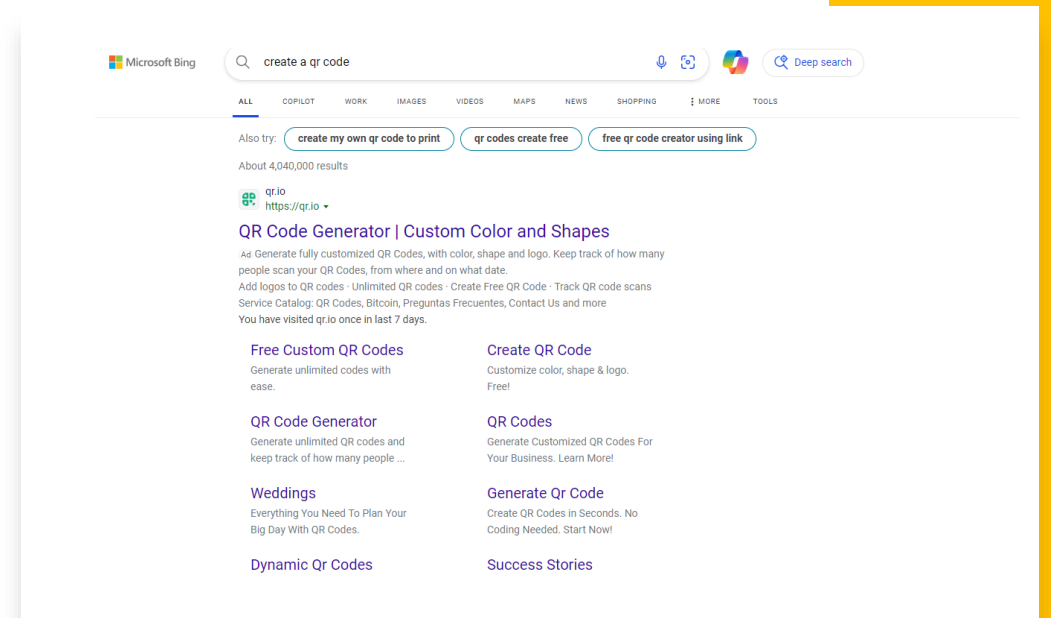
Hide my name from the public. ?

Hide my donation amount from the public.

# Some tips:

Another unique way to share your VFD is by creating a scannable QR code. If you are unfamiliar with a QR code, it is a unique scannable barcode that will direct the user to the page you have linked to. You simply open your camera on a smart phone, hold it over the QR, and it will pop up a link to follow to your page.

You can do this on your own by going into your web browser and searching “Create a QR code”, there are many free resources to do so. You then copy and paste the link from your VFD into the corresponding section and follow the rest of the steps.

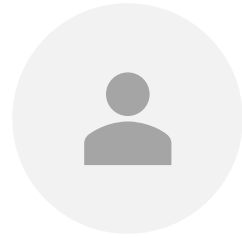


# Some tips:



## DONATE FIRST

Be the first to kick off your new VFD to encourage others!



## MAKE IT PERSONAL

Create your tagline, team photo, and story all about you or your organization!



## SHARE ON SOCIAL MEDIA

Share with friends, family, coworkers, and neighbors!



## SET A REALISTIC GOAL

The goal doesn't matter but know your audience and set realistic expectations for yourself!



## HAVE FUN!

A VFD should be a fun way to get involved with your community.

# Thank you!

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Good luck with your virtual food drive!  
Your participation is helping to provide  
food and hope to our community.

Your support is creating a lasting impact  
in the fight against hunger. Thank you for  
helping us build a stronger, healthier  
Tristate.





Contact:

Morgan Cinnamon

Annual Fund Coordinator

[supporters@freestorefoodbank.org](mailto:supporters@freestorefoodbank.org)

(513) 482-7525