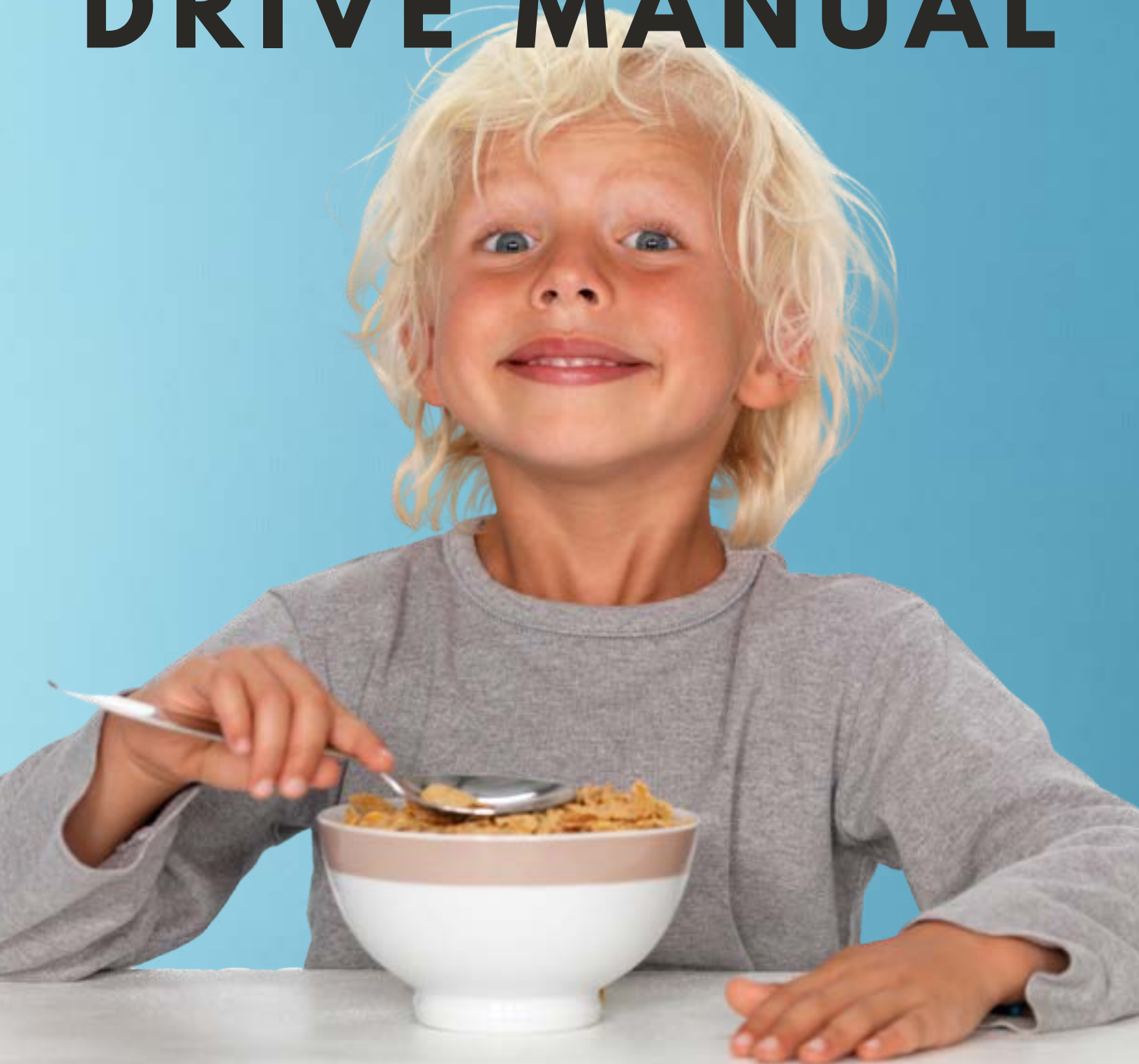




UTAH FOOD BANK

VIRTUAL FOOD DRIVE MANUAL



THANK YOU



Thank you for joining Utah Food Bank in *Fighting Hunger Statewide*! Since every dollar donated to Utah Food Bank equals \$8.71 worth of goods and services, with a little work and a lot of fun, your Virtual Food Drive will make a big difference in the lives of Utah families facing hunger.

This Virtual Food Drive Manual contains step-by-step instructions for starting and managing your drive. We know it will be a huge success!

Thank you again for choosing to make a difference in the lives of others. You make our work possible.

Sincerely,

A handwritten signature in blue ink that reads "Ginette Bott". The signature is fluid and cursive, with a small dot above the 'i' in Ginette.

Ginette Bott
President & CEO

WE'RE HERE TO HELP

GETTING STARTED

We are here to support you! If you have any questions or need further guidance in setting up your Virtual Food Drive, please contact us.

801-978-2452 or
fooddrive@utahfoodbank.org



REGISTRATION OPTIONS

To start your Virtual Food Drive, head to www.UtahFoodBank.org/virtual-food-drive. Before you register, please take a moment to become familiar with the registration options below. If you are unsure of how you should register, just contact us, and we will help you out.

1

REGISTER AS AN INDIVIDUAL/ORGANIZATION/BUSINESS

Pick this option if you plan on setting up one page and plan for everyone to donate to that page.

Example: A company sets up a Virtual Food Drive that all their employees donate to. You'll be provided a unique URL to send out to employees.

2

START A TEAM

Use this option if you are going to have multiple people or departments raising money for your drive. Once you start a team, you'll automatically become a captain and can start recruiting your friends and coworkers to help you raise funds. Each team will have its own fundraising page. This is perfect for team competitions in a workplace. **Example:** A bank registers as a team, and all their branches have their own link and compete to see who can raise the most funds.

3

JOIN A TEAM

This option allows you to join an existing team and start fundraising on their behalf.

READY, SET, GO!



1

REGISTER

You can start a Virtual Food Drive for an individual or organization. You can also start a new team or join an existing team. We suggest only starting a team if you want multiple people or departments to fundraise and compete with their own team pages within your organization or group.

2

WHAT KIND OF USER ARE YOU?

Register as a "Returning User" or a "New User." If you've ever made an online donation or received an e-mail newsletter from us, you're probably already in our system. Please select "Returning User" so that your contact information is kept in one location. You can retrieve your username or password if needed.

3

START YOUR VIRTUAL FOOD DRIVE WITH A DONATION

To really get the ball rolling and inspire others, we recommend starting your fundraiser with a donation. If you do, don't forget to add your gift during this step. Also, don't forget to set a goal!

4

REGISTER

Fill out your registration page. If you are registering on behalf of a company, please use the company name instead of your own. This reduces donor confusion about where they are donating.

5

VERIFY

Verify your information, then hit the "Complete Registration" button.

6

CONGRATULATIONS!

You can immediately start managing your drive by clicking the "Manage my drive" button on the confirmation page. You will also receive an email confirmation with a link to manage your Virtual Food Drive. Good luck!

PARTICIPANT CENTER

After you register your drive, you'll receive an email with a link to manage your drive using your Participant Center. Click on the link and log in. Once you log in, you'll have the following tools to help you manage your Virtual Food Drive:

EMAIL

Use email to let your supporters know about your virtual drive! This is a great way to personalize your fundraiser and let people know why it's important to you. You can use your existing email setup or the email tool in the participant center.

PROGRESS

Track your progress! View your donation history and enter offline gifts, such as cash or checks. These gifts will count toward your goal.

PERSONAL/ORGANIZATION PAGE

Make your page stand out! Include a welcome message in the body of your page telling your donors why this cause is important to you.

TEAM PAGE

If you are the captain of your team, you will have the ability to edit your team page and email your team members. This is a great place to get your team fired up!

FACEBOOK



Studies show that being connected to Facebook can *double* your donations! Your Virtual Food Drive has the ability to connect your fundraiser to your personal Facebook page.

When you log into your Participant Center, you will see an option to connect Facebook on the right-hand side. Once connected, you will have a Facebook Fundraiser attached to your Virtual Food Drive and can fundraise on either platform.

The best part? Whether you raise money directly on your Virtual Food Drive page or through Facebook, your funds will update automatically!

TIPS FOR SUCCESS



A successful Virtual Food Drive can be easy and simple to organize with a little thoughtful planning. We've come up with a checklist for you to make sure that all your bases are covered:

SET A GOAL

If this is your first drive, set a goal you think is attainable. Goals are a fun way to get people pumped up about your drive. You will also have the option to change your goal at any time in your Participant Center.

SET A DATE

Giving people a deadline creates urgency and encourages them to support your drive in a timely matter.

UPDATE YOUR PAGE

Customize your Virtual Food Drive with your company/ organization/ personal photo. Leave a message on your page that tells people why you are raising money.

SEND EMAILS

Send emails out to at least 10 of your family and friends! We've provided you with readymade messages, asking your contacts to donate to your Virtual Food Drive, but feel free to create your own!

SHARE YOUR PAGE

Share your page via your social media channels! Encourage your friends, family and supporters to share your page after they donate.

MATCHING GIFTS

Many businesses offer to match employee donations. A company match can be added to your Virtual Food Drive to ensure you meet your goal. You can request matching contributions from your employer through HR.

THANK YOUR SUPPORTERS

Log into your Participant Center and thank all your family, friends, employees, and supporters for donating.

MAIL PAPER DONATIONS

Remember to mail us all cash and check donations, along with the included tracking sheet, so we can update the amount you've raised on your personal page.

For more tips and answers to common questions, go to utahfoodbank.org/food-drive-faqs.

A SUCCESS STORY



How did Courtney reach her \$1,000 fundraising goal in just one week?

“Every day I continued to post my direct link on my social media sites and wrote quirky messages like, ‘The first one to donate will get a photo of the large smile they put on my face!’ or ‘Only \$26 dollars away from my daily goal, who wants to help me achieve?’ Those buzz words with calls to action got me a lot of donations.”

GET CREATIVE



Let your imagination run wild! There are as many ways to make your virtual food drive as fun and engaging as you can dream up!

Create a team and divide employees by floor, department, or building. Encourage groups to compete to see who can raise the most.

Arrange a lunchtime pizza party “on the company” for the highest contributors.

Plan a special event where the cost of admission is a donation to your drive.

Arrange to take interested team members on a tour and/or to volunteer to sort food at our warehouse.

Sell “casual day” passes in exchange for online donations.

Enter anyone that donates into a drawing. Hold your drawing live on Facebook to pick your winners.

TELL US ALL ABOUT IT!

What made your fundraiser a success?
What advice would you offer others?
What tools would help you maximize your efforts?
We'd love to hear your thoughts!

Please contact us at 801-978-2452 or
fooddrive@utahfoodbank.org.



CASH & CHECK DONATIONS

Online donations to your Virtual Food Drive are the easiest way to donate. These don't require delivery, generate instant receipts to the donor, and eliminate the handling of any money on your end. We know some people may want to donate with cash or check, so if you receive any, please follow these steps:

- 1** Please ask your supporters to make their checks out to Utah Food Bank with the Virtual Food Drive or company name in the memo line.
- 2** Make sure to enter the gifts into your Fundraising Page as offline donations.
- 3** Fill out the Cash & Check Donation form on the next page. Mail or drop off the completed form along with cash and check donations to:
Utah Food Bank / Attn: Virtual Food Drive/ 3150 S 900 W / Salt Lake City, UT 84119
- 4** Remember: In order for us to give you credit (and move your thermometer up) for your offline donations, we will need this form.



UTAH
FOOD
BANK

VIRTUAL FOOD DRIVE

CASH & CHECK DONATIONS

Thank you for organizing a Virtual Food Drive!

This form is only for offline gifts that you have received, including cash and checks. In order for us to count these gifts towards your goal, please mail or drop off this form along with your offline donations.

Utah Food Bank
Attn: Virtual Food Drive
3150 S 900 W
Salt Lake City, UT 84119

Important: Please ask your supporters to make their checks out to Utah Food Bank with the Virtual Food Drive or company name in the memo line.

Name: _____

Email Address: _____ Phone: _____

Address: _____

Drive Name: _____ Team Name (if applicable): _____

FULL NAME	ADDRESS	GIFT AMOUNT
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THANK YOU SO MUCH!