



**GREATER
CHICAGO**
– **FOOD** –
DEPOSITORY

VIRTUAL FOOD DRIVE TOOLKIT

OUR MISSION IS TO END HUNGER

We believe food is a basic human right.

To achieve our mission, we work in partnership with a network of community-based organizations and individuals like you.

Together, we connect our neighbors with healthy food, lift our voices and advance solutions that address the root causes of hunger – poverty, systemic inequity and structural racism.

Together, we are greater. **Together, we can end hunger.**

THE NEED

State of Food Insecurity in Chicago



**1 IN 5 CHICAGO
HOUSEHOLDS IS
EXPERIENCING
FOOD INSECURITY**



**1 IN 4 CHICAGO
HOUSEHOLDS
WITH CHILDREN
IS EXPERIENCING
FOOD INSECURITY**

HOSTING A VIRTUAL FOOD DRIVE

Take action to end hunger in our community



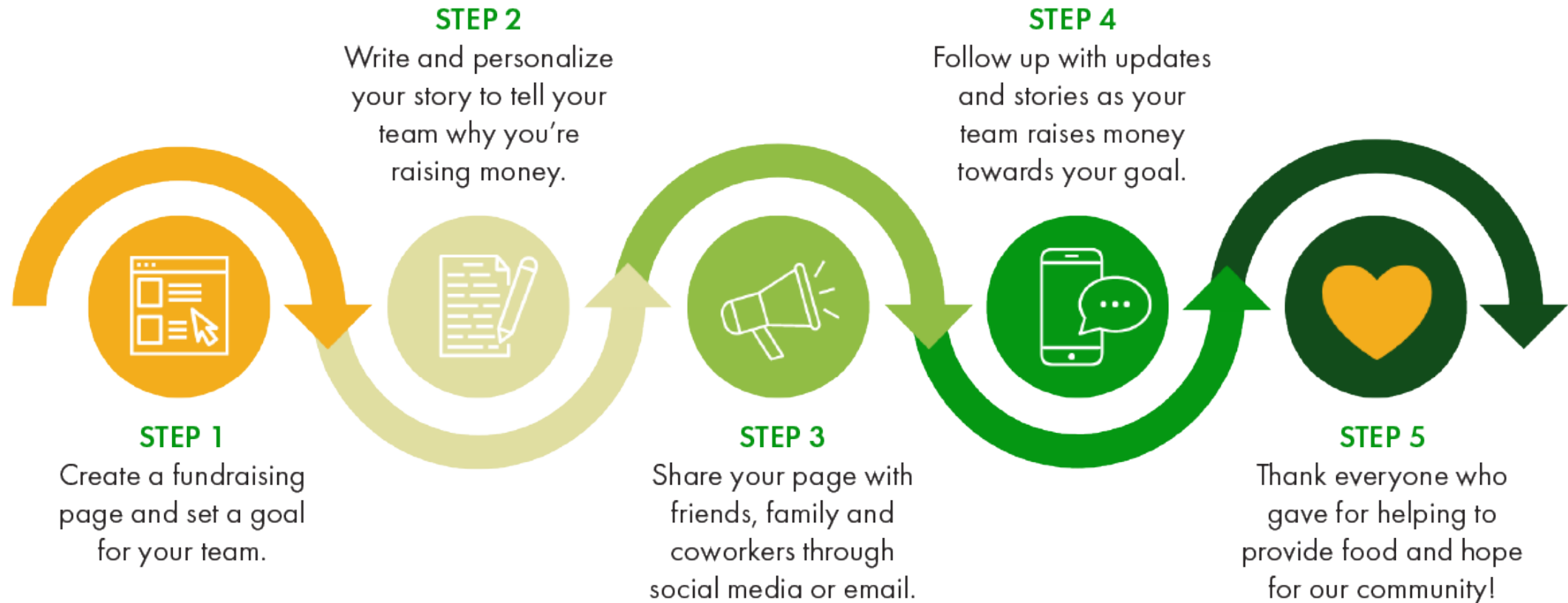
LEVERAGE YOUR NETWORK of friends, family, co-workers and more to support the Food Depository.

IN JUST A FEW CLICKS you can make an immediate impact and provide food where it's needed most.

EVERY \$1 helps to provide 3 meals.



STEPS FOR A SUCCESSFUL DRIVE



GETTING STARTED
WITH YOUR
VIRTUAL FOOD DRIVE

HOW TO CREATE YOUR DRIVE



1

Visit our food drive website

A screenshot of the 'Create an account' form. It includes a 'Continue with Facebook' button, an 'Email' field with a red asterisk, a 'Create password' field with a red asterisk, and a 'NEXT' button. Below the password field are requirements: 8 characters, 1 number, 1 letter, and 1 special character. At the bottom, there is a link to 'Log into your account'.

3

Sign up to get started!

2

Select your registration type

A screenshot of the 'Start fundraising' selection screen. It features three options: 'As an individual' with a person icon, 'Join a team' with a handshake icon, and 'Create a team' with a group of people icon. Each option is accompanied by a brief description.

As an individual: A personal fundraising page to share with your friends and family

Join a team: Combine your efforts with other supporters of the organization

Create a team: Invite other supporters to combine your efforts

COMPLETE YOUR REGISTRATION



Enter team details

Create your team

Team name *

Name your team

Set Team Fundraising Goal *

USD \$ 500.00

Team Page Headline *

Join or Donate Now!

19/255

Set your Team Page's Short URL (optional)

<https://www.myfooddrives.org/ExampleShortUrl>

Start typing

☐ It's okay to contact me in the future.

CREATE TEAM

- **Team name:** This is public to your team and donors
- **Fundraising goal:** Aim high!
- **Headline:** Why do you support the Food Depository?
- **Upload a profile picture** to personalize your team.

Enter individual information

Create your page

Set your fundraising goal *

USD \$ 1,000.00

Fundraising end date *

Your Page's Headline *

Give now to help end hunger in our community!

45/255

Set your Fundraising Page's Short URL (optional)

<https://www.myfooddrives.org/ExampleShortUrl>

Start typing

☐ It's okay to contact me in the future.

NEXT

- **Fundraising goal:** Aim high!
- **Headline:** Why do you support the Food Depository?
- **Upload a profile picture** to personalize your page.

TIPS TO GET STARTED

How to optimize your virtual food drive campaign



MAKE IT PERSONAL

Share why you're fundraising for the Food Depository. Personalize your page with photos and text updates.



SET A GOAL

Fundraisers with a goal are more likely to reach their target. You can always adjust your goal later, so aim high and share your target with your network!



DONATE FIRST

Demonstrate your commitment to making a positive change in your community. Donors are more likely to give if they already see a contribution.

NEED HELP?

How to contact us



CLASSY

To learn more about setting up or editing your page visit the [Classy Help Center](#)

FOOD DEPOSITORY

Should you require additional assistance setting up your page, please reach out to our team at fooddrives@gcfd.org

**SHARING YOUR
VIRTUAL FOOD DRIVE
AND INSPIRING YOUR
NETWORK**

EMAIL TIPS

Suggestions for sharing your drive via email



DAY 1: Email 5-10 of your closest contacts

DAY 2: Email 10-15 close contacts (your entire friend circle)

DAY 3: Send to as many contacts as you feel comfortable with (co-workers, friends of friends, address book, etc.)

DAY 4: Share your fundraiser on social media

FYI

Your closest contacts are the most likely to donate!

Studies show people are more likely to give the closer you are to your goal. When your outer circles see progress toward your goal, they will be more likely to give.



EMAIL TIPS

Suggestions for sharing your drive via email

Copy template to the right and send via your favorite email provider.

You can also find this email template on your virtual food drive, so you can quickly and easily send it to your contacts directly from your fundraising page. Simply click the “manage” button, and the subheading “emails”.

FYI

Email your 5-10 closest contacts individually to personalize the message and build momentum.



Let's end hunger in Chicago

Recipients

Let's end hunger in Chicago

Family and Friends,
Did you know that every \$1 can help provide 3 meals for our neighbors struggling to put food on the table?

Please help me support the Greater Chicago Food Depository by making a tax-deductible donation through my virtual food drive.

Every dollar will help me achieve my goal of [\$XXXXX]! The process is fast, easy and secure.

Together, we can make Chicago a hunger-free city.

Thank you!
[Your Name]

Send

A

SOCIAL MEDIA TIPS

Suggestions for sharing your drive with your followers



- Post personal messages announcing your drive and tag the Food Depository (@FoodDepository) for added visibility. Don't forget to follow us for stories of impact that you can share with your network, too!
- Be sure to use our hashtags #EndHungerNow and #HungerFreeChicago
- Download sample graphics [HERE](#)

FYI

Share your progress updates with your network.
People are more likely to give the closer you are to your goal.



ADDITIONAL WAYS TO SHARE YOUR IMPACT

There are many ways to amplify your drive



Create a Theme

Giving your food drive a theme is a great way to get people excited about participating.

Company Matching Gifts

Does your company offer a matching gift program? Matching gifts provide additional financial support allowing us to further serve our community in need. Check with your employer to see if they will match your donation.

Create Friendly Competition

Organize teams by department, floor, classroom or other groups and see who can collect the most donations. It helps if the winning team is rewarded with a special incentive or prize.

Get Your Company Involved

Having support from your organization's leadership can help emphasize the importance of your food drive. Encourage leadership to set an example by making a donation, sending an email or making an announcement at your next meeting.

Share the Word with a Customizable Flyer and Social Graphics

Spread awareness with friends and family by downloading a flyer in [English](#) or [Spanish](#). When you download the flyer, the forms are fillable. You can also download social media graphics to spread the word!

WAYS TO SAY THANKS

Let them know how much their support matters



It's important to individually thank each of your donors and let them know how much their support means to you!

Send a personal email or text letting each supporter know that because of their help, we are one step closer to making Chicago a hunger-free city.

FYI

You can find an email template on your virtual food drive, so you can quickly and easily send it to your contacts directly from your fundraising page.



FREQUENTLY ASKED QUESTIONS

FAQS

Don't see your question? Contact us.



How long should my campaign last?

Some campaigns last for just a few hours while others span the entire year. If this is your first fundraiser, we recommend hosting a page for a minimum of two weeks to make sure you have time to get the word out to your network.

When is the best time to host my fundraiser?

We need your support all year long! The majority of fundraiser activity occurs during the holiday season. We would love to have your support throughout the year - during the summer months we work to make sure kids who usually receive breakfast and lunch at school don't go hungry. We also work year round to support older adults, veterans and our local shelters, soup kitchens and pantries to make sure their shelves are stocked. And don't forget that September is a nation-wide Hunger Action Month. You can setup your food drive anytime at myfooddrives.org.

Can I use your logo to help promote my campaign?

Yes! We just ask that you send us a copy of any materials you create (before posting) so we can approve use of our logo. Please email fooddrives@gcfd.org to request use of our logo. Or you can download our customizable flyer in [English](#) or [Spanish](#).

What is the difference between a virtual food drive and a traditional food drive?

Hosting a virtual food drive takes advantage of the Food Depository's buying power where we can provide 3 meals for every \$1 donated. By purchasing food in very large quantities, the Food Depository can purchase the food at cost or at much lower rates than the average consumer. Hosting a virtual food drive also means you can skip the grocery store and lugging canned goods to a collection barrel! 100% of the proceeds from virtual food drives are used to purchase food. [Visit our website](#) to learn more about hosting a traditional food drive.

ADDITIONAL RESOURCES

Can't find what you need? Contact us.



Classy Support

[How to Create a Fundraising Page](#)

[How to Edit a Fundraising Page](#)

[All Classy help articles](#)

Downloadable templates

[Social media \(zip\)](#)

[Food Drive Sign Template - English \(pdf\)](#)

[Food Drive Sign Template - Spanish \(pdf\)](#)

Videos

[Together We Are Greater](#)

[Chicagoans Can Beat Anything. Let's End Hunger.](#)

Food Depository Info

[Food Depository Fact Sheets \(PDF\)](#)



THANK YOU!

Your virtual food drive is the spark that ignites change



EVERY DOLLAR provides food and hope in our community.

YOU ARE MAKING AN IMMEDIATE AND LASTING IMPACT on the work to end hunger.

THANK YOU for helping us build a Greater Chicago.



FOR MORE INFORMATION, CONTACT:

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