

COVID-19 Virtual Food Drive

**JUMPSTART GUIDE**

Thank you for supporting Food Lifeline’s COVID-19 response. Your participation makes all the difference in our ability to purchase nutritious food for the most vulnerable members of our community during this critical time. Below are the steps to get started:

1. Begin by going to foodlifeline.org and click on “How to Help”.
2. Scroll down and click on “Host a Food Drive”.
3. Scroll down and find Virtual Food Drive. Click on “Learn More”.
4. Scroll down until you see the purple bar that says, “Click here and choose ՚Start a Campaign՚ to launch a virtual food drive”. Click on it.
5. Click on “Fundraise”.
6. Sign up for a MightyCause account.
7. Follow the steps provided.
8. When creating your page, be sure to use the tools offered on the blue bar to the left. Simply hover on the bar to make those available.
9. Default language has been provided. Feel free to personalize it or come up with a message entirely your own.
10. Encourage your friends, family, neighbors and colleagues to join your fundraising team.

**SETTING UP A TEAM DONATIONS PAGE**

Once you’ve set up your fundraising page by following the steps above, be sure to personalize your campaign. You can do this by adding a team image (your family, work group, club, etc.), compelling video, or story about your team. Remember, stories are powerful! The stronger connection folks have to your story, the more likely they’ll be to make a gift.

**Sample story:** *Welcome to my Food Lifeline COVID-19 Response fundraising team. As you may know, Food Lifeline is a hunger-relief organization that works to end hunger within our communities. They source millions of pounds of surplus food every year and redirect it to more than 300 food banks, shelters, and meal programs across Western Washington. With our help, they provide 134,000 meals every single day to people experiencing hunger in our communities.*

*In the wake of the Covid-19 pandemic Food Lifeline had to quickly adapt to a dramatic increase in the demand for food. With the economic hardship caused by the pandemic, the number of food-insecure people in our state has doubled to 1.6 million people. Projections suggest it could reach more than 2.2 million people before the crisis begins to subside. To meet this need, Food Lifeline has ramped up operations to provide a record number of meals to our community. They are actively working with their 300 agency partners to identify safe ways to distribute food directly to them so they can continue their work of supporting those facing hunger. Food Lifeline has initiated public distributions at local shopping malls, community centers, colleges, and the Hunger Solution Center. These distributions are for anyone who needs food during the crisis.*

*If you would like to help Food Lifeline in their efforts to provide this food to people experiencing hunger during this critical time, please join our team and make a donation.*

**Show your commitment:** Show you are serious and be your first donor. Your friends, family, and colleagues will instantly see your dedication and will be inspired to donate as well.

**Rally your team:** Use the social media tools on MightyCause to share your fundraising page on Facebook and Twitter, inviting your friends, family, and colleagues to join you. You can also go into greater detail by sending out an email.

**TWITTER POST EXAMPLE –**Twitter has character count restrictions, so use the website [bitly](https://bitly.com/) to shorten the link to your page.

*Help me feed people facing hunger during this critical time by joining my Food Lifeline COVID-19 Virtual Food Drive team. $1=5 meals through @foodlifeline for our neighbors struggling with hunger.* ***[paste link]***

*#foodlifeline #hungerdoesnthavetohappen*

**FACEBOOK POST**

*As you may know, hunger-relief is very important to me. It’s even more critical now as we attempt to help those most vulnerable in our community. Food Lifeline understands that people in our community want to help so they are hosting a COVID-19 Virtual Food Drive Campaign, and I’ve started a fundraising page to help make a difference. If you have even $5 to donate to my cause, you could help me make a huge impact in the lives of children, families, and seniors struggling with hunger during this difficult time.*

*#foodlifeline #hungerdoesnthavetohappen*

**EMAIL EXAMPLE**

*Dear \_\_\_\_\_\_\_\_\_,*

*I hope you’ll join me in fundraising for Food Lifeline’s COVID-19 response plan to help create nutritious meals for those struggling with hunger in our community, especially during this critical time. Food Lifeline provides 134,000 meals every day and stocks the shelves of more than 300 food banks, shelters, and meal programs.*

*My team, [name of your team], has a goal of $XXX, and any amount you contribute will help us get there. Your support will make a huge difference in the lives of children, families, and seniors facing hunger by getting them the meals they need to thrive, during this difficult time.*

*To support me, please visit my Food Lifeline COVID-19 Virtual Food Drive page at:*

***[paste link provided by your fundraising page here]***

*To learn more about Food Lifeline, go to* ***foodlifeline.org****.*

*Thanks in advance for your support and for helping to make a difference in the lives of the folks who need it most!*

*Warm wishes,*

***[You]***

**Manage your campaign:** You can manage your campaign, view your team members, and see funds raised by navigating to the circular profile icon in the upper right corner of your campaign page. Simply click the icon, select “Fundraising,” and then select “Manage.”

**THANK YOU for helping us prove Hunger Doesn’t Have To Happen!**