

Virtual Food Drive

**JUMPSTART GUIDE**

Thank you for supporting Food Lifeline! Your participation makes all the difference to our ability to purchase nutritious food for the most vulnerable members of our community as we continue to face increased need. 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 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 320 food banks, shelters, and meal programs across Western Washington. With our help, they provide over 233,000 meals every single day to people experiencing hunger in our communities.*

*It is more important than ever to support organizations like Food Lifeline. Due to rising costs of basic needs like housing and groceries and critical programs like SNAP being cut, Food Lifeline and their partners are seeing more people needing assistance than the peak of the pandemic. 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 320 agency partners to identify equitable and efficient ways to make sure nobody in our community goes without the support they need.*

*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, Instagram, and X by inviting your friends, family, and colleagues to join you. You can also go into greater detail by sending out an email.

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

*Help feed people facing hunger by joining my @foodlifeline Virtual Food Drive team. Local food banks are seeing more visits than the peak of the pandemic!* ***[paste link]***

*#foodlifeline #hungerdoesnthavetohappen*

**FACEBOOK POST**

*As you may know, hunger-relief is very important to me. With rising costs of basic needs like housing and groceries and critical benefits being cut, our local food banks are seeing more visitors than the peak of the pandemic. During this critical time, I’ve started a fundraising page for Food Lifeline, a hunger relief organization that supports over 320 food banks, meal programs, and shelters in Western Washington. If you have even $5 to donate, 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 to help improve access to nutritious meals for those struggling with hunger in our community, especially during this critical time. Food Lifeline provides 233,000 meals every day and stocks the shelves of more than 320 food banks, shelters, and meal programs. With rising costs to basic needs and critical benefits being cut, Food Lifeline and their partners are seeing higher demand for support than during the peak of the pandemic*

*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 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!**