



Good Shepherd
FOOD BANK OF MAINE

partnering to end hunger

www.FeedingMaine.org

Virtual Food Drive Toolkit

Thank you for joining Good Shepherd Food Bank in our fight to end hunger in Maine! Virtual Food Drives make a huge difference in the lives of children, families and seniors across our state.

This toolkit contains tips for starting and managing your drive. With a little planning, your fundraising efforts are sure to be a success!

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

Benefits of your Virtual Food Drive

- ✓ **Affordability.** Reduces the transportation costs or volunteer hours that drive up the cost of traditional food drives.
- ✓ **Simplicity.** Spares organizers the inconvenience of an in-person event and moving heavy boxes.
- ✓ **Efficiency.** Your donations purchase foods that traditional food drives don't provide, like fresh produce, at prices well below what a donor would pay at the grocery store.

Questions?

We're here to help! Contact Julie Guerette, Donor Engagement Manager, at jguerette@gsfb.org with questions and concerns.



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Tips for a Successful Virtual Food Drive:

Set a goal. If this is your first drive, set a goal you think is attainable. Goals get people pumped up about your drive.

Set a date. Providing a deadline encourages people to support your goal in a timely manner.

Update your page. Personalize your Virtual Food Drive with a photo or logo that represents your company or the individual hosting the drive (that's you!). Add a personal message that lets people know why you are raising money for Good Shepherd Food Bank.

Send an email. Let friends, family, colleagues and others know about your drive. Aim to send emails to at least 10 contacts. Don't worry, we've provided you with ready-made messages.

Share your drive on social media. Encourage your friends, family, supporters, and contacts to share your page after they've donated. Sharing often and asking others to like and share really makes a difference.

Thank your supporters. You can log into your Virtual Food Drive to see who's participated in your drive. Be sure to thank those who donate.



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Workplace Virtual Food Drives

Virtual Food Drives are a great way to strengthen teams and build morale while making a difference in Maine communities. Here are some extra tips for successful virtual food drives at work, and many work for individual food drives, too.

- Encourage competition! Create teams or divide employees by department, floor, or building. Offer prizes and rewards for teams or individuals who raise the most for our neighbors in need.
- Plan a special event where the cost of admission is a donation to your virtual food drive.
- Sell “casual day” passes in exchange for online donations.
- Enter all Virtual Food Drive participants into a raffle. Pick the winners of your raffle at the end of your food drive.

Make the most of Social Media

Social media is the best way to generate support for your virtual food drive. For the furthest reach, try some of these tactics.

- Encourage your network to donate by offering goal updates and personalized incentives like, “Only \$26 away from my daily goal, who wants to help me reach it?” or “The first one to donate will get a photo of the large smile they put on my face!”
- Tag **@feedingmaine** so we can see what you’re up to and make sure we’re “liking” your fundraiser.
- Be yourself and let your friends, family, and connections know why hunger in Maine matters to you.
- Use hashtags like #FeedingMaine and #MainersHelpingMainers to help raise awareness, especially if your drive coincides with a particular season or widespread need.
- Posting about your fundraiser daily is recommended.



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Spread the word

Here are some ideas for social media posts and emails to get you started raising funds for Good Shepherd Food Bank for the holiday season. Remember to link every post back to your virtual food drive, tag @feedingmaine, and add hashtags.

Help me provide 2,000 meals this week to our neighbors in need! Every \$1 helps provide food for 3 meals.

Please join me in making sure no Mainer goes without food during the holiday season!

Like many of you, I worry about Mainers without enough to eat during the holiday season. I've started a Virtual Food Drive to raise funds for those in need through Good Shepherd Food Bank.

During this time of holiday giving and cheer, please consider donating to my virtual food drive to ensure that our neighbors in need have access to food from Good Shepherd Food Bank.



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Sample Email

SUBJECT: Help Mainers struggling with hunger

Hi [NAME],

Each day, Good Shepherd Food Bank provides meals for 71,000 of our neighbors who would otherwise be hungry. That number is especially upsetting as the holiday season approaches. I'm raising money for the Food Bank from DATE to DATE to help Mainers who don't have access to nutritious food right now.

I hope you will join me in this effort to help hundreds of thousands of Mainers put food on the table this season. Your donation will help The Food Bank to distribute nourishing food, including fresh produce grown from Maine farmers, to our neighbors in need.

The impacts of hunger hit families and seniors hardest. I urge you to join me in supporting this worthy cause by donating here. [Link to Virtual Food Drive]

Thanks for helping me help others!

[YOUR NAME]

Thank-you Email

Dear [NAME],

I want to thank you for donating to our Virtual Food Drive! We raised \$[XX] for Good Shepherd Food Bank's this holiday season! I look forward to continuing to support Good Shepherd Food Bank's cause – and I encourage you to keep up the good work.

How can you stay involved? You can make sure no child, senior, or family goes hungry by donating, volunteering or advocating. Learn more at feedmaine.org.

Regards,

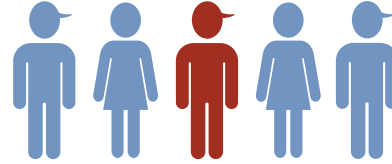
[YOUR NAME]



Why invest in Good Shepherd Food Bank?

Hunger in Maine is a significant issue that affects the health and well-being of Mainers, and impacts the economic vitality of our state.

1 IN 5 CHILDREN
IN MAINE ARE FOOD INSECURE



Hunger IMPACTS



A child's ability to learn and focus in school



A person's social and behavioral response in stressful situations



A family's health, as those who are **food insecure** are more likely to be hospitalized or experience health crises



A child's cognitive and physical development at ages 0-3, a critical period of rapid growth



A person's physical, emotional and social preparedness for the workforce

How We WORK



FOOD TODAY

Distributing nutritious food to more than 500 partner agencies across Maine, including food pantries, meal sites, and schools to ensure our neighbors have enough food each day.



FOOD TOMORROW

Building resiliency among Mainers by offering cooking and nutrition classes, supporting local agriculture, and equipping children with the nutritious food they need to learn in school and grow into healthy adults.



FOOD FOR ALL

Advocating for a robust food system and strong safety net that together provide access to nutritious food for all.

Our IMPACT

MORE THAN...

25 MILLION MEALS
DISTRIBUTED EACH YEAR

500 PARTNER AGENCIES
ACROSS MAINE

\$1 DONATED = 3 MEALS
FOR A MAINE FAMILY IN NEED

Together we can find solutions to hunger in our communities.



feedingmaine.org

AUBURN: 3121 Hotel Rd • Auburn, ME • (207) 782-3554

HAMPDEN: 11 Penobscot Meadow Dr • Hampden, ME • (207) 989-4672



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