

Virtual Funds Drive Toolkit



WELCOME to Food Bank for the Heartland's Virtual Funds Drive!

Thank you for joining us in the fight against hunger! With a little work and a lot of fun, your will make a big difference in the lives of children, families, veterans and seniors all year around.

This ToolKit contains easy-to-follow, step-by-step instructions for starting and managing your drive. We know it will be a huge success!

We could not do this lifechanging work without your support.

Sincerely,

A handwritten signature in black ink that reads "Brian Barks".

Brian Barks
President & CEO

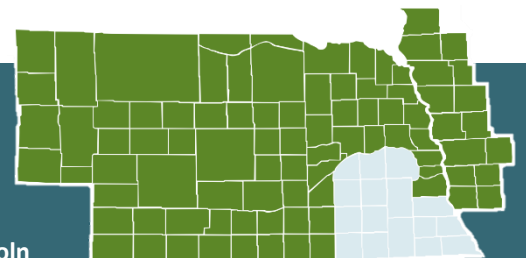
support.foodbankheartland.org/VirtualFoodDrive/



Food Bank for the Heartland



Food Bank of Lincoln



Host an online fundraiser that benefits the Food Bank with our **(VFD)**. Did you know *just \$1 can provide up to 4 healthy meals for neighbors in need?* By hosting a VFD, you will make a direct impact on neighbors across Nebraska and western Iowa who don't know where their next meal is coming from.

Plus, 100% of the donation made through the VFD goes directly back to the Food Bank and into the communities we serve. You can add a VFD component to your [Food Drive Fundraiser](#) or all on its own. It is a convenient and modern way to make an impact!

Help support Food Bank for the Heartland provide critical meals to children, families, seniors, and veterans facing food insecurity across our 93-county service area. Engage your network of friends, family, and co-workers to help even more Heartland neighbors struggling to make ends meet.

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Registration Options

[CLICK HERE](#) to head to the Virtual Food Drive website to start!

Before you register, please take a moment to become familiar with the registration options below. There are examples with each option for more information. Still unsure of how to register? Give us a call and we can help you out!

Once you are ready to start, click Sign Up on the top right of the navigation bar.

The screenshot shows a navigation bar with three links: Home, Find a Participant, and Sign Up. Below the navigation bar, there are three registration options, each with a radio button and a description:

- Register Individual(s)**
☒ Register to participate as an individual (you will have the ability to join a team later).
- Start New Team**
☐ Start a new team that you will be the captain of.
- Join Existing Team**
☐ Join a team that is already registered for this event.

At the bottom right of the form, there is a purple button labeled "NEXT".

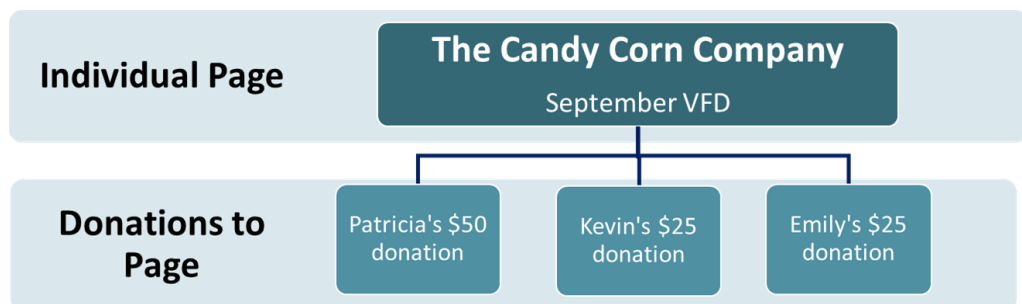
There are 3 options to choose from:



Register as an Individual(s).

Pick this option if you plan on setting up one page and plan for everyone to donate to that page. This can be for a person, organization, or business.

Example: The Candy Corn Company wants to have a VFD for the month of September for Hunger Action Month to help raise funds for the Food Bank.

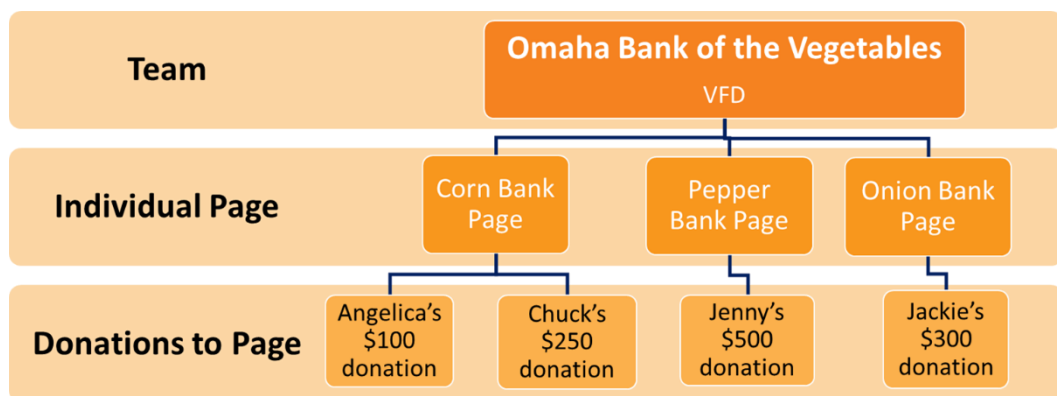




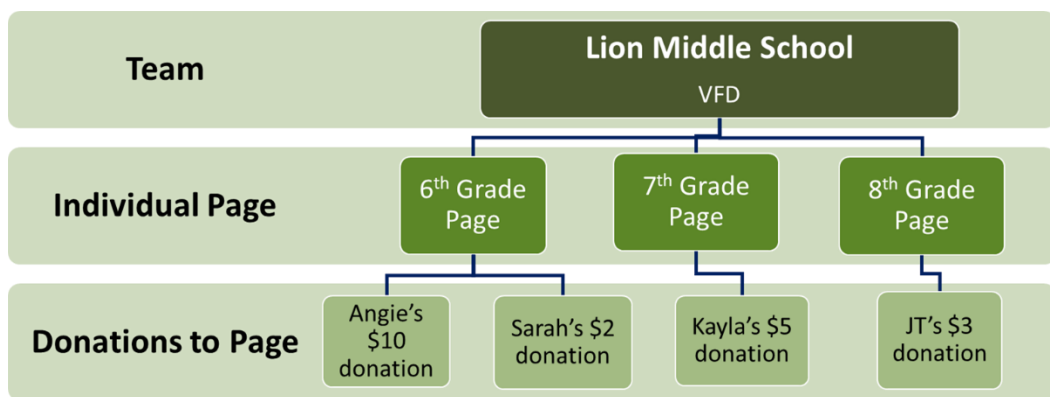
Start a New Team.

Make your drive a team effort! Use this option if you are going to have a one larger Food Drive with multiple Teams participating. The main person overseeing the VFD will Sign Up as “Start New Team” and they will be listed as Team Captain. Once the Team is created, each Team Member can then sign up by “Joining an Existing Team” and they will have their own fundraising page. This is excellent for team competitions!

Example 1: An Omaha Bank wants to have a VFD for all their bank branches to compete for who can raise the most funds for the Food Bank.



Example 2: The Lion Middle School wants to do a weeklong fundraiser to have each grade compete on who raises the most funds for the Food Bank. The winning grade will get a Pizza Party!



Register to Join Existing Team.

This option allows you to join an already existing team. You will be able to search for the team you want to join.

5 Easy Steps to Starting Your VFD

Step 1: Click **Sign Up** on the top right of the navigation bar.

Step 2: Select the **Registration Option** best suited for your needs
(Refer to page 3 for options)

‘Start New Team’ Note: The main person, overseeing the VFD needs to sign up for the Team. This person will become the Team Captain and will have a Team Page and an Individual Page. The Team Captain has the ability to edit the Team Page and see all Individual Pages.

‘Join Existing Team’ Note: Once you select and click *Next*, you can search by team name to join your team. Select *Join* on the desired team.

Step 3: Sign in using your email and password. If you are **New to VFD**, create a new **account**.

Note: When creating a new account, if you receive a notification stating: “We recognize you already have an account with us.” Select “**reset your password**” to receive an email with a password reset.

Step 4: Enter your contact information and review your information before selecting **Register**.

Step 5: Now you are ready to customize your dashboard and fundraising story!

- Customize your individual/team page.
- Add a photo or company/organization logo.
- Create a fundraising goal and share your story on the cause.
- Invite friends, family, neighbors, and coworkers to join in your fundraiser through an email or social media links.

Dashboard Home Setup

Once you log in, you can manage and personalize your Virtual Funds Drive. Below is a rundown of what you can find on 'My Dashboard'.


Email & Social Media

You can use the Facebook and Twitter links or send an email to let your friends know about your virtual drive. We have included a sample email that you can send to ask for donations and to thank your supporters!

Progress

Tack the progress of your virtual drive! View your donation history and send personal Thank You emails to donors.

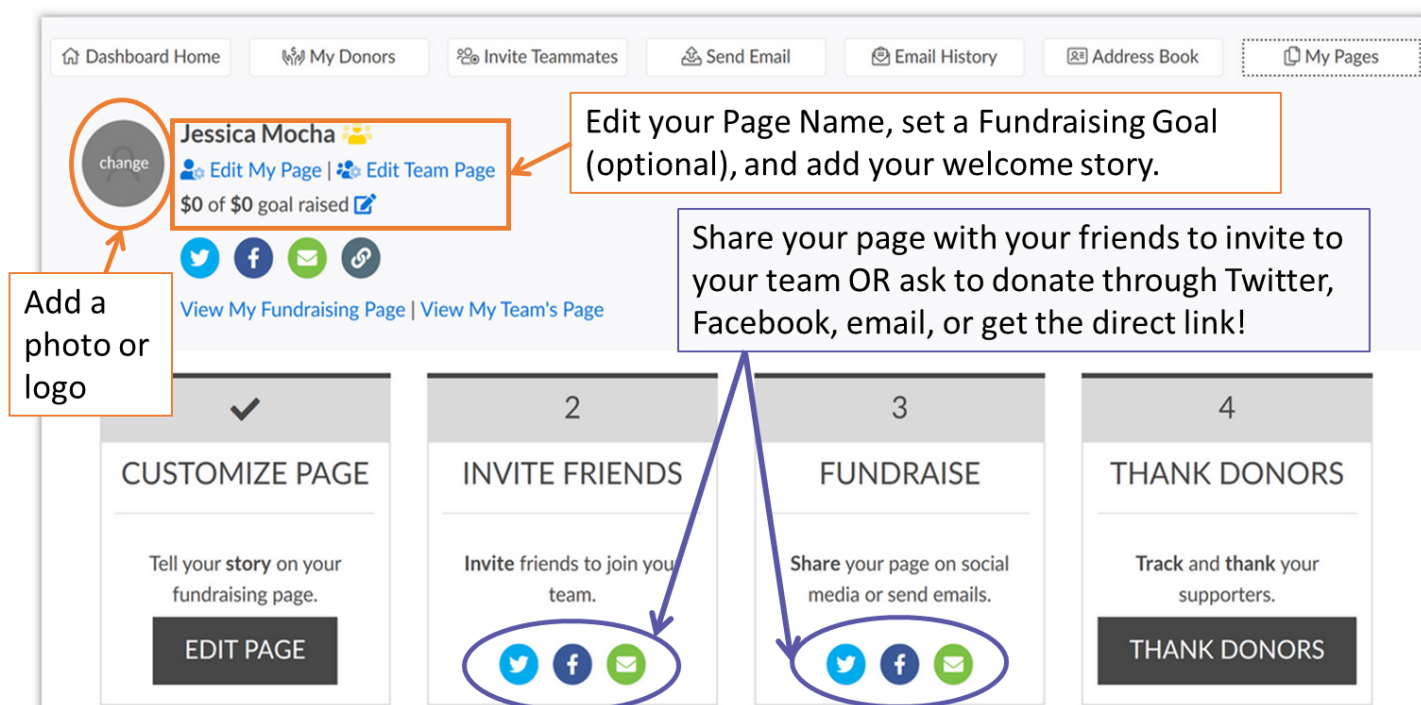
Personal Page

Mark your page standout! Add a photo/logo and change the title of your page. Include a welcome message in the body of your page telling your donors why this cause is important to you. Click on the link icon  to send the direct link to your page.

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!

Don't forget to make sure to click "SAVE" before moving on!



The screenshot shows the 'Dashboard Home' interface with several navigation tabs: Dashboard Home, My Donors, Invite Teammates, Send Email, Email History, Address Book, and My Pages. The main content area displays a user profile for 'Jessica Mocha' with a 'change' button circled in orange. Below the profile are links to 'Edit My Page' and 'Edit Team Page', and a fundraising goal of '\$0 of \$0 goal raised'. Social media icons for Twitter, Facebook, Email, and a Direct Link are shown. Below these are links to 'View My Fundraising Page' and 'View My Team's Page'. The interface is divided into four main sections: 1. CUSTOMIZE PAGE (with a checkmark icon and an 'EDIT PAGE' button), 2. INVITE FRIENDS (with a description and social media icons circled in blue), 3. FUNDRAISE (with a description and social media icons circled in blue), and 4. THANK DONORS (with a description and a 'THANK DONORS' button). Annotations with arrows point to the 'change' button, the 'Edit My Page' link, the social media icons in the 'INVITE FRIENDS' and 'FUNDRAISE' sections, and the 'EDIT PAGE' button.

Annotations:

- Change profile photo/logo: Add a photo or logo
- Edit your Page Name, set a Fundraising Goal (optional), and add your welcome story.
- Share your page with your friends to invite to your team OR ask to donate through Twitter, Facebook, email, or get the direct link!

Frequent Asked Questions

How do I find out how much my virtual food drive has raised?

All donations made on your individual or team page will be reflected on your Total Raised (left side of page) within minutes of your donation, by clicking the Donate Now button. Checks and cash sent to the Food Bank with a VFD designation will show up on your page within 36 hours.

To view the Total Raised, Top Fundraisers, and Top Teams for all VFD's created for Food Bank for the Heartland, click [Home](#) in the navigation bar.



How do I get my tax donation receipt?

Individuals who donate online will receive an automated receipt via email. Please check your Spam/Junk folder if you have not received one. Please email Donations@FoodBankHeartland.org if you did not receive a receipt.

How much of the donations made on the VFD site goes to the Food Bank?

100% of all donations made through our Virtual Funds Drives goes to the Food Bank.

How much of my dollar is donated directly to the Food Bank?

Based off of [Charity Navigator](#), a source that shows how efficiently a charity will use your support, 95 cents of every dollar goes directly back into Heartland communities.

What is your Tax ID / Employer Identification Number (EIN)?

Our Tax ID (EIN) is 47-0637701.

I am creating the VFD for my company or event, can I change the URL to reflect the company or event name instead of my name?

Yes, please contact Jerlyn Swiatlowski at JSwiatlowski@FoodBankHeartland.org to request a URL change.

Can I donate through my Donor-Advised Fund (DAF)?

Yes! If you would like to make a donation through your Donor-Advised Funds, please [click here](#). You can also learn more about DAF at the link as well.

How do I participate in my company's matching gift program?

Many corporations have a matching gift program! Check to see if your company provides a match on FoodBankHeartland.org under Ways To Give > Donate Funds > Matching Gifts or by [clicking here](#).

When making a contribution that your company will match, *be sure to send the paperwork required by your company with your gift receipt* to Donations@FoodBankHeartland.org or mail to the address listed below.

Can I donate by cash/check?

You bet! To assure that all donations are counted toward your team goal, please provide your team's URL to family, friends, and colleagues so they can donate via credit card or PayPal online. If paying by check, please make checks payable to Food Bank for the Heartland and mail to:

Mailing address: Food Bank for the Heartland
Attn: Fundraising Page/Team Name
10525 J Street
Omaha, NE 68127

My VFD has ended, should I do anything once it is over?

First, make sure to thank your supporters and let them know how much money you raised! Every \$1 donated helps provide Heartland neighbors with 4 meals. Let your supporters know how much of an impact you made together!

Second, you can leave the page as is. If you want to host another VFD again in the future, you will need to create a new VFD. All VFD's that have ended will become unavailable after 1 year. If you need any information on your previous VFD's please contact us.

I held a Food Drive and Virtual Funds Drive together, how do I calculate how many meals we raised overall?

When you come to the Food Bank to donate the food from your food drive, make sure to write down the total weight of your donation. Our Food Sourcing Coordinator can then help you calculate the number of meals from the food you donated. Please email fooddrive@foodbankheartland.org for more help on Food Drive information.

Who can I contact for more help?

To schedule a demo or if you need any help, please contact our Annual Giving Officer, Jerlyn Swiatlowski at 402.905-4819 or email at JSwiatlowski@FoodBankHeartland.org

Creative Virtual Fundraising Ideas!

GET CREATIVE!

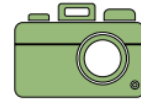
Here are some fundraising ideas to help get your creative juices flowing.

Host a Happy Hour



Host a Zoom happy hour! Have guests donate the amount of a typical bar tab. You can invite a member of the Food Bank team to share what the organization is doing.

Photo Contest



Submit your best quarantine photo! Pets? Family? Creative social distancing? Have team members donate to vote.

Bidding Wars



Start a bidding war for a range of opportunities – from getting the chance to pie a member of management to scheduling your boss to do a task for you. Got some envelopes to stuff?

Online Class



Host an online class. Have someone teach a workout class, or have a team member teach a skill or give a “Ted Talk.” Participants can donate to join.

Match Your Gifts



Double your impact by checking if your company matches employees’ charitable donations.

Challenge Your Neighbors



Have an office in another city? Challenge them to see who can give the most. Know other teams in your building that are up for a challenge?

Trivial Pursuit



Create teams of 3 or 4, or challenge another firm, with an entry fee per team; sell “life lines” teams can use when they don’t know an answer.

Raffle/Silent Auction



Raffle or auction parking spots, tickets to an event, bottles of wine, a weekend at a vacation home and “Trade Offices for a Day.”