

Virtual Food Drive Toolkit







Welcome to Food Bank for the Heartland's virtual food drive!

A virtual food drive (**VFD**) happens online. Instead of collecting food items, you will collect financial donations that Food Bank for the Heartland can use to buy the food we need most, including fruits, vegetables, and perishable items such as meat and dairy products.

We are able to turn every dollar donated into healthy meals, which means the VFD can help you provide more healthy food options than most people could collect on their own. It's a fantastic and modern way to make a difference!

Last year Food Bank for the Heartland distributed more than **28 million meals** – the most in our organization's 39-year history! These meals nourished hungry children, families, seniors and veterans across Nebraska and western Iowa. This record number of meals would not be possible without the outpouring of support from people like you. You are providing critical meals during this unprecedented time of need.

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For more information, or to schedule a demonstration of the virtual food drive, please contact **Nick Long** at (402) 905-4836 or email at NLong@FoodBankHeartland.org.



To create an individual virtual food drive:

[CLICK HERE](#)

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

Step 2: Select **Register Individual(s)**

Step 3: Create an **account** by entering your email address and creating a password.

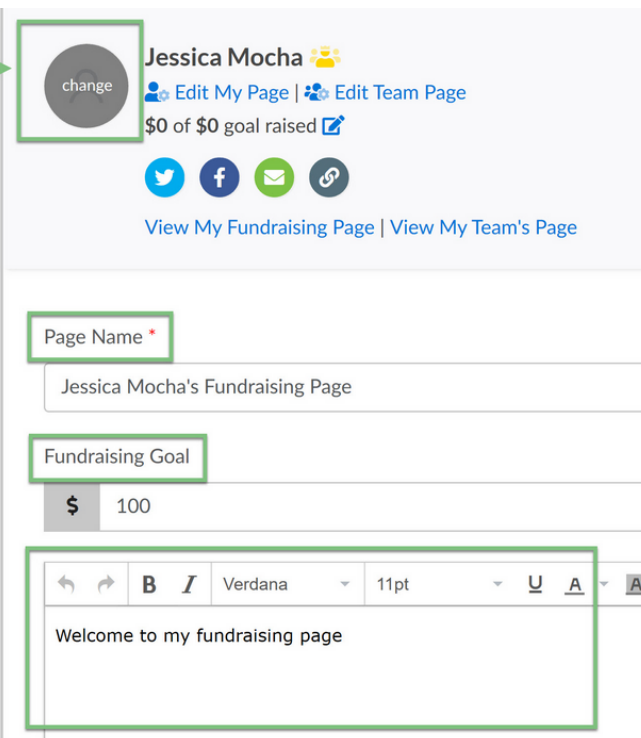
Note: If you receive a notification stating: “We recognize you already have an account with us.” Select “**reset your password**” to receive an email with directions to create a password.

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 page/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.

Click to upload an icon for your page →



change

Jessica Mocha

[Edit My Page](#) | [Edit Team Page](#)

\$0 of \$0 goal raised

[View My Fundraising Page](#) | [View My Team's Page](#)

Page Name *

Jessica Mocha's Fundraising Page

Fundraising Goal

\$ 100

Welcome to my fundraising page

How to create a team virtual food drive:

[CLICK HERE](#)

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

Step 2: Select **Start a New Team**

Note: As a team, you will have a team page and an individual page as the team captain. Your dashboard will look like the below image.

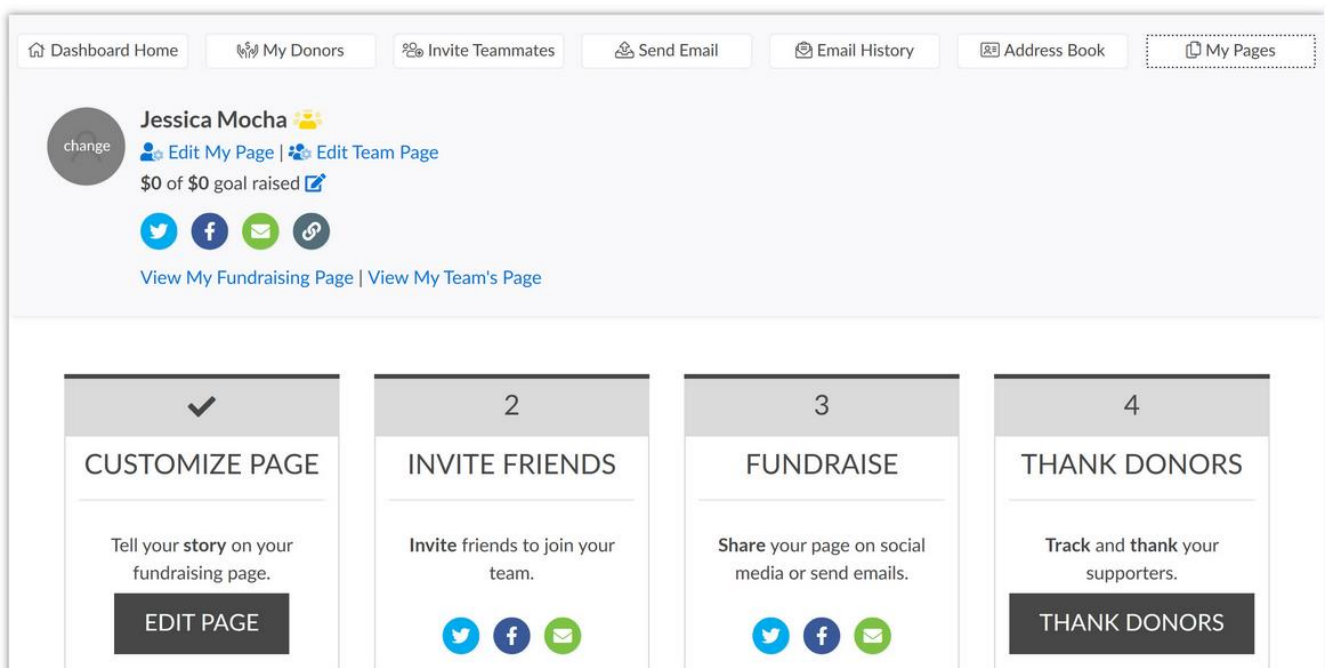
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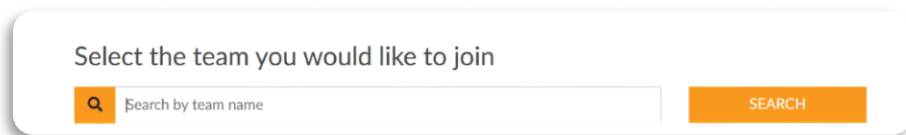
How to join an existing virtual food drive:

[CLICK HERE](#)

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

Step 2: Select **Join Existing Team**

Step 3: Search **team** name or select **team** you wish to join in the team gallery.
Select **Join** on the desired team.

A search bar with the placeholder text "Select the team you would like to join". Below the text is a search input field with a magnifying glass icon and the text "Search by team name". To the right of the input field is an orange button labeled "SEARCH".

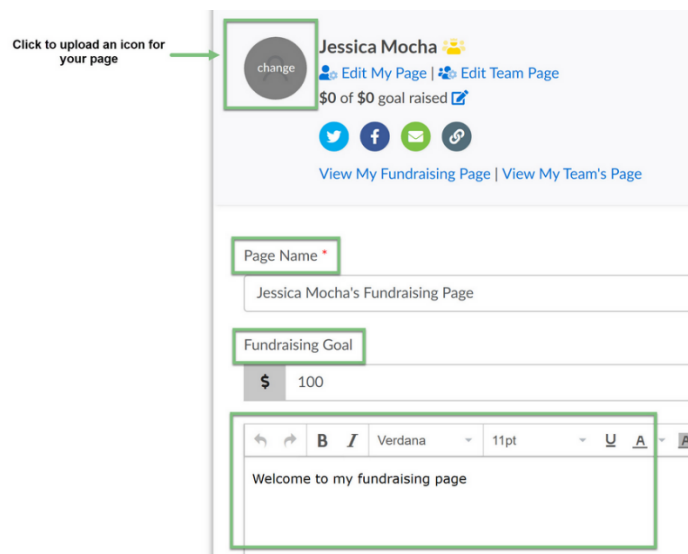
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Step 6: Now you are ready to **customize** your dashboard and fundraising story.

- Customize your page/team page.
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A screenshot of a fundraising page customization interface. At the top, there is a profile section for "Jessica Mocha" with a "change" button, links to "Edit My Page" and "Edit Team Page", and a fundraising goal of "\$0 of \$0 goal raised". Below this are social media icons for Twitter, Facebook, Email, and LinkedIn, and links to "View My Fundraising Page" and "View My Team's Page". The main editing area has a "Page Name" field with the text "Jessica Mocha's Fundraising Page", a "Fundraising Goal" field with a dollar sign icon and the number "100", and a rich text editor with a toolbar (undo, redo, bold, italic, font face, font size, link, unlink, image) and the text "Welcome to my fundraising page". A green box highlights the profile picture area with the text "Click to upload an icon for your page".

Frequent Asked Questions

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

The best way to find out how well your virtual food drive is doing is by viewing your personalized individual or team page. All donations made through clicking the “**Donate Now**” button on your individual or team page will be reflected on your Total Raised meter within minutes of the donation.

To view the overall success of the Virtual Food Drive campaign and the leader board, visit the home page. The Total Raised, Top Fundraisers, and Top Teams will show Food Bank for the Heartland’s success.



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 do I participate in my company’s matching gift program?

Many corporations have a matching gift program. Please consult your Human Resources department to see if your company provides a match for charitable contributions. 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 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: Team Name
10525 J Street
Omaha, NE 68127

About Food Bank for the Heartland

Food Bank for the Heartland is a private 501(c)(3) nonprofit organization in Omaha, Nebraska that acts as a central clearinghouse distributing food to 610 network partners across 77 counties in Nebraska and 16 counties in western Iowa.

In FY 2020, the Food Bank distributed more than 28 million meals to children, families, and seniors in need across 93 counties.

In the Food Bank's service area, Feeding America estimates food insecurity has jumped from 207,000 to 296,000 individuals due to the impact of COVID-19.



1 in 4 children is food insecure



1 in 6 adults is food insecure

MISSION

To provide emergency and supplemental food to the people in need in Nebraska and western Iowa

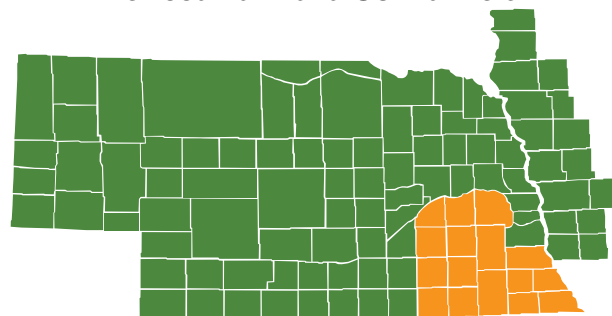
VISION

To eliminate hunger in our community

VALUES

In everything we do, we serve with respect, integrity and urgency

Nebraska and Iowa Counties Served by The Food Bank and Our Partners



■ Food Bank for the Heartland
■ Food Bank of Lincoln

28 MILLION MEALS PROVIDED

296,000 PEOPLE

in the Food Bank's 78,000-square-mile service area are considered food insecure

610 NETWORK PARTNERS

to which the Food Bank distributes; including pantries, shelters, schools, and other nonprofit organizations

6.8 MILLION POUNDS

of fresh fruits and vegetables distributed to neighbors in need

\$4.8 MILLION

spent by the Food Bank to purchase food

GET CREATIVE!

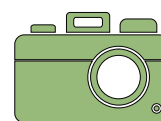
Here are some fundraising ideas to help get your creative juices flowing.

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.”