

VIRTUAL FOOD DRIVE HOW-TO GUIDE

Hosting a Virtual Food Drive is a powerful way to help end hunger in our communities. Whether you're rallying coworkers, friends, or family, this guide will walk you through the steps to create and share your fundraiser with confidence.

STEP 1: SET UP YOUR FUNDRAISER

Getting started is simple. Just click + Start a Virtual Food Drive.

Then follow these steps:

- Enter your email address.
- Choose a title for your fundraiser. Make it something meaningful and attention-grabbing!
- Select the category that best fits your drive from the dropdown menu.
- Pick a template image that reflects your fundraising goal or upload your own!
- Set a deadline for when your drive will end.
- Choose a fundraising goal, dream big! (Use numbers without dollar sign)
- Use the page description template to share your why.
- Agree to the terms and conditions.
- Submit your page for review.

STEP 2: GET APPROVED

After submitting your page:

- You'll get a confirmation email from GiveCloud.
- Our team will review your fundraiser to ensure it aligns with our mission.
- Once approved, you'll get a second email letting you know your fundraiser is live and ready to share!



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STEP 3: SPREAD THE WORD

Your voice matters. When you invite others to support your drive, you're bringing more meals to more people across our region.

Ways to Share:

- Talk about the impact:
 - Great Plains Food Bank is the only food bank serving all of North Dakota and Clay County, MN, reaching over 100 communities.
 - \$1 = 2 meals
 - In 2024, we distributed nearly 16 million pounds of food and over 13.5 million meals.
 - We reached 151,191 people, including 1 in 5 adults and 1 in 4 children. That means someone you know has likely been impacted.
 - Meal distribution increased 21% compared to 2023.
- Make it fun and engaging:
 - Host a friendly competition! Who can raise the most?
 - Offer small prizes or incentives.
 - Add a matching gift if possible to double the impact.
 - Promote your fundraiser in every way you can including social media, emails, flyers with QR codes, newsletters, and more.
 - Use our [**Social Media Toolkit**](#) for ready-to-share graphics and sample posts.
- Most of all, enjoy it! Know that every dollar raised helps put meals on the table for our neighbors. Your efforts truly make a difference.