



VIRTUAL FOOD DRIVE FUNDRAISER TOOLKIT

Thank you for supporting the Central Texas Food Bank by hosting a virtual food drive (VFD). In this guide, you'll find sample text for emails, Facebook posts and Tweets designed to help you promote your fundraiser.

Contact the Community Engagement team at 512-684-1403 or fooddrive@centraltexasfoodbank.org with any questions.

TIPS FOR SUCCESS

- **Set a goal.** Create a meal impact goal for your campaign so your networks can rally to raise a certain amount of meals. For example, if your goal is set to \$1000, ask your supporters to help you raise 4,000 meals for Central Texan families in need. A goal also allows you to give updates and encourage the community on your progress.
- **Engage your network.** Post on social media and send emails out to at least 10 of your family and friends! Virtual food drives are a great way folks can provide meals from wherever they're located. Communication templates are provided below with ready-made messages.
- **Don't be afraid to ask.** For every \$1 donated, the Food Bank can make 4 meals. So a donation of \$25 will create an incredible 200 meals for our Central Texan neighbors!
- **Share the mission.** Everyone deserves access to nutritious food. Share images and infographics to show how each donation makes an impact in the fight against hunger. You can find resources at the bottom of [this page](#).
- **Thank your supporters.** After your virtual food drive is complete, send a thank you email and/or social media message to everyone who donated.

COMMUNICATION EXAMPLES

Feel free to select whichever pieces you want to send out and customize them to meet your needs. Don't forget to fill in your own information where appropriate (fundraising goal, amount raised, your name fundraiser page URL, etc.).

TIP: Use each text with one of our sharable images for a more engaging post. Encourage your network of friends and family to share your page!

FACEBOOK

I'm making sure the shelves of the @centraltexasfoodbank are stocked. Will you help me fight hunger by raising \$(GOAL)? Make a difference by donating, so families have food for today and the future. (FUNDRAISER PAGE URL)

So close. Just \$(AMOUNT) away from my goal. Keep it coming! Together, we can feed Central Texas families in need: (FUNDRAISER PAGE URL) @centraltexasfoodbank

Thank you so much to everyone who helped fight hunger in Central Texas by donating to the @centraltexasfoodbank! Together we raised \$(AMOUNT). Remember, the Food Bank turns every dollar donated into 4 meals for those in need, so your gift will have a big impact on our community!

TWITTER

You can help prepare families! Help me keep the shelves of the #FoodBank stocked by raising \$(GOAL) for @ctxfoodbank! (FUNDRAISER PAGE URL)

So close. Just \$(AMOUNT) away from my goal. Keep it coming! (FUNDRAISER PAGE URL)
#FoodBank @ctxfoodbank

Thank you to everyone who helped fight hunger by donating to @ctxfoodbank! Together we raised \$(AMOUNT) #FoodBank

EMAIL

Introduce Email

Subject Line: Will you help me feed families?

Body Text:

Hello friends,

When faced with hunger, it's difficult to prepare for the unexpected. That's why I'm supporting the Central Texas Food Bank by raising \$(GOAL) so their shelves are stocked and ready to respond when families need it most. Will you help me reach my goal?

At the Central Texas Food Bank, they ensure families have food for today and the future. During this uncertain time, you can help prepare the Food Bank to provide resources to families—now or whenever they find themselves in need.

You can help by giving to my virtual food drive. Your donation of just \$25 can provide 200 meals for those that need it most. Make a difference by making a donation now: (VFD PAGE URL)

Thanks for your help!

(YOUR NAME)

P.S. Don't forget to share my fundraiser with your network. Together, we can fight hunger in Central Texas.

Thank You Email

Subject Line: Thank you!

Body Text:

Hello friends,

Thank you for giving to my virtual food drive benefitting the Central Texas Food Bank. Together we raised \$(AMOUNT) for Central Texans facing hunger.

We know that when there is food in their cupboards, your neighbors may be able to buy the medication they need, keep the lights on their home, and be prepared for the unexpected. Thanks to you, the Food Bank will be prepared to ensure that our neighbors have the tools to access food and other resources—now or whenever they are in need.

Thanks for helping me provide food for the Central Texans that need it most!

THANK YOU FOR BEING A HUNGER FIGHTING CHAMPION!