

Virtual Food Drive Checklist



SECOND HARVEST
of SILICON VALLEY

Ready...

- Set a goal. The most successful drives have a goal.
- Set a start and end date for your drive.
- Consider a theme. Drives with a theme or centered around an activity can feel more focused. Visit our [Creative Ideas](#) page for inspiration.
- Have multiple teams competing? Appoint team leaders for each team.
- [Enroll online](#) to begin your virtual food drive.
- Customize your virtual food drive page by sharing your story, why you're supporting Second Harvest, along with photos or videos of your team or group in action.
- Create a [QR code](#) to easily share your drive.

Set...

- Schedule a kickoff event and [request a speaker from Second Harvest](#) to share the impact your support will have for our neighbors in need.

Go...

- Share, share, share! Promote your drive with these easy to personalize [social media posts](#), [sample emails and posters](#) and more
- Share your impact. Every \$1 your drive raises will help provide 2 meals.
- Go beyond social. Memos, paystub inserts, community calendars, newsletters and phone messages are other great ways to help promote your drive.
- Keep an eye out for progress updates along the way — share and celebrate these milestones with your supporters through your drive page, social media or email to keep the momentum going.
- Thank your supporters when they make gifts from your drive page, on social media or send an email.

Wrapping Up...

- Share your success and thank those who participated by posting a wrap up on social media or sending an [email](#).
- Evaluate your drive. What went well? What could have been improved?
- Set a date for your next drive!
- Take a minute to pat yourself on the back and remind yourself that all your hard work has made a huge difference for our neighbors struggling with hunger.
- Want to see the impact of your drive in-person? [Become a volunteer](#).

Have questions?

Call us at 866-234-3663, send us an email at drives@shfb.org, or visit our [FAQs](#)