

# 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. A \$1 donation helps us provide enough food for 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](mailto:drives@shfb.org), or visit our [FAQs](#)