Virtual Food Drive Checklist

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, or visit our FAQs.