



*Live Local. Give Local.*

A white-outlined computer monitor is positioned on the right side of the page. The screen of the monitor displays a grid of various can lids, some with logos. The background of the entire page is a dark red color with a semi-transparent image of hands packing cans into a cardboard box. The text "VIRTUAL FOOD DRIVE Set-Up & Toolkit" is written in white and red on the left side of the page.

# VIRTUAL FOOD DRIVE Set-Up & Toolkit

---

# THANK YOU FOR JOINING THE FIGHT AGAINST HUNGER!

The world is a better place because of people like you! Your willingness to fundraise on behalf of the Food Bank of South Jersey will enable us to enact the kind of social change our mission demands. Your support helps to build a stronger and more industrious South Jersey where local residents who are food insecure have an opportunity to thrive and live a life of dignity.

## Tips for a Successful Fundraiser

- Establish your fundraising goal
- Set a start and end date for your fundraiser
- Add a photo to your fundraiser (optional)
- Use the default messaging, or customize the message on your page:
  1. Click **“compose”** to begin editing the text that appears on your campaign page.  
This will be the first page your supporters see when they click on your fundraising link.
- Use the templates on the following pages to connect with your supporters!

---

# COMMUNICATION TEMPLATES

## Announce your fundraiser by email:

Family and Friends,

Please help me support the Food Bank of South Jersey! With your contribution, my Virtual Food Drive will help fill the gap for neighbors experiencing food insecurity. Every \$1 provides 3 meals to South Jersey residents in need, and making a donation is fast, easy, and secure. Equally important: FBSJ has attained Charity Navigator's highest possible 4-star rating that recognizes its financial efficiency, transparency, and accountability. Your gift will make a real difference.

I'm raising money for mothers like **Maritza**, who has two young children. She is a housekeeper, and her husband is a construction worker, both lost jobs during the pandemic. They struggled to pay household bills and keep everyone fed. The support of a food pantry sustained Maritza and her family throughout the year, avoiding the crisis of empty plates and hungry bedtimes.

Please support my fundraiser today.

## Campaign reminder:

Dear NAME,

A few weeks ago, I reached about my Virtual Food Drive in support of the Food Bank of South Jersey. Thanks to the generosity of family and friends like yourself, we have raised [amount]! If you haven't had a chance to donate to help fill the meal gap for our neighbors facing hunger yet, there is still time.

Every \$1 we raise provides 3 meals to South Jersey residents in need, like Isabel, who was struggling to feed her daughters, pay her father's medical bills and afford life-sustaining prescriptions. She was struggling to keep her household together. A desperate trip to the Food Bank of South Jersey's headquarters resulted in a two-week emergency supply of nutritious food, plus connections to other resources.

Please support my Virtual Food Drive by making a donation of any size today.

Thank you in advance!

---

# COMMUNICATION TEMPLATES CONTINUED

## Thank your supporters by email:

Thank you for donating to my fundraiser to support the work of the Food Bank of South Jersey Check out my fundraising page to see the progress we are making.

Please consider sharing my fundraising page, on social media to help spread the word.  
[fundraising page link]

## Social Media Template:

I'm fundraising on behalf of the Food Bank of South Jersey to provide meals and hope for children and families experiencing food insecurity. Please support my Virtual Food Drive by making a donation or sharing my post. Every \$1 raised will provides 3 meals to South Jersey residents in need. [campaign link]