

# FEED the NEED

• WINTER PARK •

A COMMUNITY-WIDE EFFORT TO RAISE FUNDS FOR  
SECOND HARVEST FOOD BANK OF CENTRAL FLORIDA.

Thank you for becoming a Community Champion for the Feed the Need Winter Park campaign. Your caring support will impact so many of our Central Florida neighbors in need. Use this Community Champion Fundraising Manual to help you hold a successful virtual food drive.

The Feed the Need campaign will officially kick-off on Monday, November 2nd, at City Hall with campaign partners, including City of Winter Park, Rollins College, Sodexo, Think Creative and Winter Park Chamber of Commerce.

From November 2nd – 20, the campaign will unite local residents, businesses, faith communities and civic groups through online giving, friendly competitions, community events and individual fundraising efforts, with one mission in mind: to feed the need.

## Registration Options

Before you register, please take a moment to become familiar with the registration options below. If you are unsure of how you should register, just give us a call and we will help you out.

**Attention returning champions!** If you were a Community Champion last year, make sure to sign in as a returning user. This way you will have access to everyone that donated to your page last fall and your contact list in our system. Then select one of the three registration options below.

- **Register as an individual/organization/business.** Pick this option if you plan on setting up one page and plan for everyone to donate to that page. Or if you plan on holding an event or promotion at your business and need to record funds raised on your page. This helps us keep track of funds raised for the campaign. You will be given the option to name your page and you will be provided a unique url to send out to employees. **Example 1:** A company that wants to set up a virtual food drive that all their employees donate to. **Example 2:** A store in Winter Park donates a \$1 for an item sold. At the end of the campaign, they enter funds gathered into their Community Champion page.
- **Start a team.** Make your drive a team effort! Use this option if you are going to have multiple people raising money for you. Once you start a team, you will automatically become a captain and can start recruiting your friends to help you raise funds. Each team member will have their own fundraising page. This is excellent for team competitions. **Example:** A bank registers as a team and all their bank branches join their team and compete to see who can raise the most funds.
- **Join a team.** This option allows you to join an existing team.

Click here to become a Community Champion: <http://www.feedhopenow.org/feedtheneed>.

## Next Steps

You will instantly receive an email with a link to login to manage your virtual food drive. Click on the link and login! We have lots of tools in there that will help you run a successful virtual food drive. Login here:



## Login to access these tools:

- **Email:** Use our powerful email tool to let your supporters know about your virtual drive! We have included some sample emails that you can send out to ask for donations and to thank your supporters.
- **Progress:** Track the progress of your drive! View your donation history and enter offline gifts such as cash or check. These gifts will count towards your goal, but only after we have received them at the food bank
- **Personal page:** Make your page stand out! Add your company/organization/personal logo and change the heading of your page. We suggest leaving a short personal message in the body of your page.
  - **Create a shortcut for your url.** Make it easy to share the link to your virtual food drive page. Go to <http://bitly.com/> and set it up for free.
- **Team Page:** If you are the captain of your team, you will have the ability to edit your team page and to email your team members. This is a great place to get your team fired up!

## Tips for Success

A successful virtual food drive can be easy and simple to organize with a little thoughtful planning. We've come up with a checklist for you to make sure that all your bases are covered:

- ✓ Set a goal. If this is your first drive, set a goal you think is attainable. Goals are a fun way to get people pumped up about your drive. You will also have the option to change your goal at any time in your participant center.
- ✓ Update your Personal Page! Personalize your virtual food drive with your company/organization/personal photo. Leave a personal message on our page that lets people know why you are raising money.
- ✓ Go to <https://bitly.com/> to shorten your url. Customize it so that it's easy to use and remember.
- ✓ Send emails out to at least 10 of your family and friends! We've provided you with ready-made messages, asking your contacts to donate to your virtual food drive.
- ✓ Go to your page and share it via your social media channels! Encourage your friends/family/supporters to share your page after they donate.
- ✓ Thank your supporters. Log into your participant center and thank your family, friends, employees, supporters for donating to your virtual food drive.
- ✓ Once your drive is over, don't forget to share the success of your drive with us!

✓ Remember to mail us your check/cash donations so we can update your amount raised on your personal page.

## Sample Virtual Food Drive Page

Manage your virtual food drive

Share your page

3



Manage My Drive     
[Forgot Username](#) [Forgot Password](#)

Promote Your Page: Like 0 Tweet 0 Pin it Share

HOME MISSION FAQ

Browse shopping cart

- BROWSE OUR AISLES!**
- HOME
  - PRODUCE
  - PROTEIN & DAIRY
  - GRAINS & BEANS
  - OTHER FOODS/NEEDS

### Welcome to My Virtual Food Drive



So many of our neighbors in need are struggling these days just to obtain basic needs like food. Thousands of seniors, children, working poor families, and others are counting on the support of caring people just to get by this year.

Join me in helping our neighbors in need this holiday season by filling up your shopping cart below.

**Achievements**  
 **Truck Driver**  
Raised \$100 towards Hope for the Holidays

**\$191**  
Raised So Far  
Goal: \$10,000

Reach Milestones!

#### CAMPAIGN SPONSORS



#### MEDIA PARTNERS

 Tomatoes 288 count \$7 <input type="button" value="ADD TO CART"/>	 Cheese 45 pounds \$12 <input type="button" value="ADD TO CART"/>	 Carrots 180 pounds \$15 <input type="button" value="ADD TO CART"/>	 Milk 243 cartons \$18 <input type="button" value="ADD TO CART"/>
 Low-sugar Cereal 108 boxes \$20 <input type="button" value="ADD TO CART"/>	 Whole Grain Pasta 540 boxes \$69 <input type="button" value="ADD TO CART"/>	 Multi-grain bread 450 loaves \$100 <input type="button" value="ADD TO CART"/>	 Chicken 540 count \$171 <input type="button" value="ADD TO CART"/>

#### SHOPPING CART

Total Donation: **\$0**

DON'T HAVE TIME TO SHOP?

#### Thanks to My Donors

Kalvin Laribo/IRD/Dept of Defense

Check out and donate.

Please note that the virtual food drive is a representational giving tool, and is meant to provide you with illustrative examples of the powerful return on investment that results when a financial gift is made to support our neighbors in need through Second Harvest Food Bank. Your gift will be used to provide up to nine times the amount contributed in terms of the value of the wholesome food that will be distributed as a result of your generosity. Thank you!

If you think this page contains objectionable content, please [inform the system administrator](#).

Facebook social plugin

Leave a Facebook comment

View your donors

### Do you have questions about our virtual food drive tool?

Please contact Melissa Kear, Online Marketing Coordinator at [mkear@feedhopenow.org](mailto:mkear@feedhopenow.org) or via phone at 407-514-1010.

## Ideas

1. Create a team and divide employees by department, floor, or building. Encourage the groups to compete with each other to see who can raise the most for our neighbors in need. Arrange a lunchtime pizza party “on the company” for the highest contributors.
2. Plan a special event where the cost of admission is a donation to your virtual food drive.
3. Sell “casual day” passes to employees in exchange for online donations.
4. Arrange to take interested members of your organization on a tour and/or volunteer to sort food at the Second Harvest Food Bank warehouse.

## FINAL STEPS: CASH AND CHECK DONATIONS

**Online Financial Donations** to your virtual food drive are the most efficient donations. These don't require delivery, generate instant receipts to the donor, and eliminate the handling of any money on your end.

**If you receive cash or check donations** for your virtual food drive or your event make sure to log in and click on “enter new gift button” on the main page. You will also need to make sure to fill out our cash/check donation form in this manual. **In order for us to give you credit (move your thermometer up) for your donations, we will need this form. Please give us 5 to 7 days to update your thermometer.**

Please make sure to mail or deliver your filled out form along with your cash and check donations to:  
411 Mercy Drive, Orlando, Florida 32805.

**Important:** Please ask your supporters to make their checks out to **Second Harvest Food Bank of Central Florida.**

Any check donations will automatically receive a tax donation letter from Second Harvest Food Bank. If your cash donors want a tax donation letter, please make sure to include their full name and address on the donation form. Thank you for your support!



## Hunger Facts

### Winter Park Statistics

42% of children in Public Elementary Schools in Winter Park receive free and reduced lunch.

### Is Hunger really a problem in Central Florida?

- People in Central Florida sought food assistance 3.7 million times last year.
- On average, people receive assistance with food 71,600 times in a typical week.

### Who is hungry in Central Florida?

- 27% of clients served are children.
- 11% of the households served have at least one member age 65 or older.
- 60% of households served include someone that worked for pay in the past 12 months.

### How does Second Harvest Food Bank of Central Florida serve the hungry?

Through a variety of programs including:

- Collection and Distribution of Food
- Food Stamp application assistance
- Childhood Hunger - Hi-Five Kids Pack, Kid's Café
- Second Helpings – Prepared and Perishable Food
- Fresh Produce
- Culinary Training Program
- Disaster Relief

### What area does Second Harvest Food Bank of Central Florida serve?

- We directly serve the Central Florida area including Brevard, Lake, Orange, Osceola, Seminole and Volusia counties.

### How efficient is Second Harvest Food Bank of Central Florida?

- For every \$1 donated, up to \$9 worth of grocery product is provided to those in need.
- 97.4% of every dollar goes straight to feeding people.

View more local hunger stats: <http://feedhopenow.org/HIA>

## Get more involved with Feed the Need at:

<http://www.FeedtheNeedWP.com>

### Social Media Posts

Please make sure to like and tag Feed the Need Winter Park on Facebook:

<https://www.facebook.com/FeedTheNeedWinterPark>

Don't forget to use the hashtag #feedtheneedwp

#### Facebook posts:

- Feed the Need is a Winter Park community-wide effort to raise funds for our Central Florida neighbors in need. Click to find out why I'm Feeding the Need: <http://ow.ly/oLZjb>
- I'm feeding the need this November! Find out why - ><http://ow.ly/oLZjb>
- Recently, I became a Community Champion for Feed the Need Winter Park campaign to do my part to help end hunger in our community. Hunger is a solvable problem. Help solve it by donating to my/our virtual food drive over at (put your link here).
- 1 and 5 kids in our community are food insecure. Check out how I(we) are helping to solve it at (put your link here).

#### Twitter

- I'm helping to Feed the Need this fall with Winter Park: <http://ow.ly/odATG> #feedtheneedwp
- I'm a Community Champion for #feedtheneedwp: (insert your link url)
- Become a Community Champion and help fight hunger: <http://ow.ly/odBfU> #feedtheneedwp
- Feed the Need is a Winter Park community-wide effort to raise funds for @2harvestcfl: <http://ow.ly/odBqq> < Learn more
- Click --> <http://ow.ly/odATG> to find out why I'm Feeding the Need this fall! #feedtheneedwp
- 1 and 4 kids in our community are food insecure. Help me Feed the Need at (insert your link url) #feedtheneedwp
- Did you know 47% of the clients @2harvestcfl serve are children? Help Winter Park #feedtheneedwp @ <http://ow.ly/oLZjb>

#### Founding Community Champions Social Media Links

Sodexo <https://www.facebook.com/sodexomain> Twitter: @sodexoUSA

Rollins College <https://www.facebook.com/Rollins.College> Twitter: @rollinscollege

City of Winter Park <https://www.facebook.com/WinterParkFla> Twitter: @WinterParkFla

Winter Park Chamber of Commerce:

Facebook: <https://www.facebook.com/WinterParkChamber> Twitter: WPChamberFL

ThinkCreative <https://www.facebook.com/thinkcreativeinc> Twitter: @Think\_Thoughts

#### Second Harvest Food Bank of Central Florida

<http://www.facebook.com/Feedhopenow>

Twitter: @2harvestcfl



## Virtual Food Drive Form

Community Champion Name:

\_\_\_\_\_

Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Type of Drive:

Virtual Food Drive

### Virtual Food Drive Cash/Check Gifts

Thank you for organizing a virtual food drive! **This form is only for offline gifts that you have received for your virtual food drive.** In order for us to count these gifts towards your goal you will need to send this form along with your offline donations. Please give us 3 to 5 days to total your gifts.

**Important:** Please ask your supporters to make their checks out to Second Harvest Food Bank of Central Florida.

**Please mail this completed form along with your cash and check donations to: 411 Mercy Drive, Orlando, Florida 32805**

Virtual Food Drive Name: \_\_\_\_\_ Team Name (If applicable): \_\_\_\_\_

First Name	Last Name	Address	Gift Amount	Payment (cash or check)

Campaign: 2014feedtheneed

