

VIRTUAL FOOD DRIVE

Make an immediate difference in your community by hosting a **virtual food drive**. More than 270,000 people turn to Gleaners and our network of community partners for assistance each year.

Hosting a **VIRTUAL FOOD DRIVE** is a great way to give back, create a team building experience and show your support for Gleaners and the fight against hunger.

Using our virtual food drive website, donors can set up a virtual fundraiser or shop our site for fresh produce, dairy, protein, and additional meal making items you wouldn't be able to donate through a traditional food drive. It's easy for donors and more efficient for Gleaners thanks to the ongoing support of our food and fund partners.

Every dollar donated could help provide up to FOUR meals for hungry Hoosiers.

**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. Your gift will be used to provide the most needed items at 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 and the continued support from our food and financial partners.*

1 START HERE

Click here to start your virtual food drive. Register as an individual, as a team captain or join a team. You can add your logo or a photo and edit the copy on your page to customize it to you! Build teams for some friendly competition or host a birthday or other special event drive. Once registered, you'll receive a link to your customizable web page where you can accept donations and share your progress.

2 PLAN

Don't forget to set a goal during registration. Your goal gives your supporters something to work towards. Enthusiasm and leadership are vital to the impact your drive will make for our neighbors struggling with hunger.

3 PROMOTE

Emailing your virtual food drive link is a great way to get people involved! From sending emails to friends and family, to including the link on social media or in your newsletter, gaining attention is important to making your drive a success. While you are logged in, visit your participant center to track the progress of your drive or send email to supporters using our email templates!

4 THANK YOUR SUPPORTERS

Remember to thank those who supported you in your virtual food drive. Whether they shared your page on social media, or made a donation to you or your team. Email templates are available in your participant center. Thanks to Gleaners' incredible purchasing power every \$1 received could help provide up to \$9 in groceries to hungry Hoosier families.

QUESTIONS?

Still have questions? Feel free to reach out to our team at feedIND@gleaners.org!

Can't host a virtual food drive but still want to get involved?

Check out our new calendar featuring all of the month's activities - www.gleaners.org/action