



SETUP GUIDE *AND QUICK TIPS!*

A step by step handy guide to help you set up your Virtual Food Drive to benefit the Food Bank of Central & Eastern North Carolina.



Thanks for being a Hunger Hero!



The Food Bank serves 34-counties through six branch locations in Raleigh, Durham, Greenville, New Bern, Southern Pines and Wilmington.

Donations will provide food and non-food essentials to over 651,000 children, parents, and grandparents who are at risk of hunger.

For every dollar donated, the Food Bank can provide \$10.00 worth of food or five meals.



VIRTUAL FOOD DRIVE



INTRODUCTION AND OVERVIEW

Thank you for your interest in holding a virtual food drive to benefit the Food Bank of Central & Eastern North Carolina! Setting up your virtual food drive is quick and easy. To get started, determine which kind of drive you'd like to hold:



Individual Drive

Will you have only one page where everyone will donate? Set up an individual drive. These are perfect for a personal event, an honor or memorial, neighborhood or company drive.



Creating a Team

Start a team! Teams are perfect for competitions between company divisions, a marathon or event where participants will hold create their own fundraising pages, or a school in which parents or alumni will hold their own drives. All funds raised by the team members will count towards the team goal.



Join a Team

Individuals can create their own pages and join a team that has already been created. (See page 3.)

After you set up your page, you'll be directed to your Participant Center where you can customize your page, send invitations to your participants, and add cash or check donations that you may receive. Team Captains will be given access to manage the team page.

Ready to get started?

Log in to www.foodbankcenc.org/vfd or learn more from the pages below!

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<i>Including Trophy Badge Information</i>	



VIRTUAL FOOD DRIVE



INDIVIDUAL DRIVE SETUP

To set up a basic Individual Drive, following these 3 easy steps!





- 1 Go to foodbankcenc.org/vfd. Scroll to the orange buttons. Click **“Fundraise as an Individual”**
- 2 Click **“Join as a New Participant”**
Note: If you’ve made a donation to the Food Bank in the past or receive our emails, you may already have an account. Not sure? Click “Email my login information” to receive your user name and reset your password.
- 3 Follow steps 1 through 4: Enter a goal, make a personal gift to kickoff your drive, enter your personal information and complete!
Note: Step 4 is for entering a credit card to make a personal gift. If you choose not to make a gift at this time, you will not see step 4.

You’re finished! You now have access to your participant center where you can spruce up your page and start fundraising. Follow the steps on the “Home” tab to customize your page and send emails.

Need to join a team? Find the link in the participant center on the “Home” tab.

INDIVIDUAL DRIVE MILESTONES

When you reach certain milestones, badges will be applied to your page and will appear beside your name in donor scroll lists.

-  Hunger Fighting Partner – Individual drive raised \$200 or more
-  Hunger Fighting Hero – Individual drive raised \$500 or more
-  Hunger Fighting Superhero – Individual drive raised \$1,000 or more
-  Personal Gift Badge – Creator of drive made a personal gift to their virtual food drive

COLLECTING CASH & CHECKS

You can collect cash and checks and log them so that the donations count towards your goal. You can even log a pledge from a participant. When payment is submitted, simply delete their pledge and log the cash, check, or credit card payment. Checks can be made payable to **Food Bank of CENC**.

Drop off or mail your collected contributions to:
Food Bank of Central & Eastern NC
Attn: Finance VFD
3808 Tarheel Drive
Raleigh, NC 27609

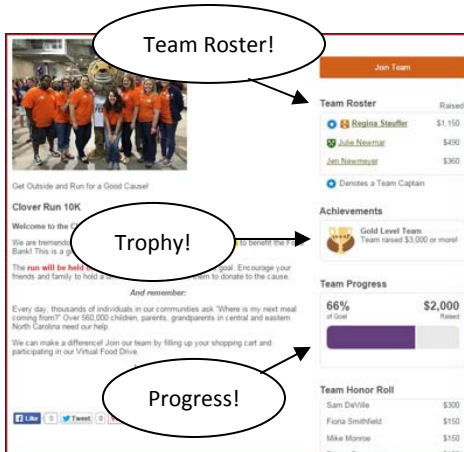


VIRTUAL FOOD DRIVE



HOW TEAMS WORK

Are you thinking about making your virtual food drive a group effort or a friendly competition?
Then a Team Page is right for you!



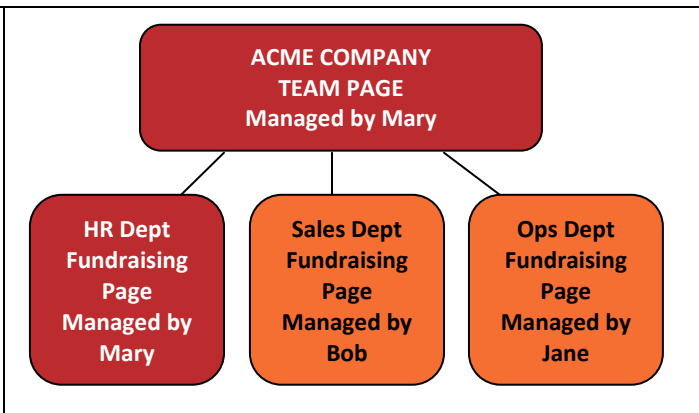
Virtual Food Drive Team Page Example

Each team needs a Team Captain to set up the team page and enter the team goal. Team Captains will set up the team page as well as their own personal virtual food drive fundraising page. Team Captains can invite team members to join the team and invite their own friends, family and colleagues to donate to their personal page.

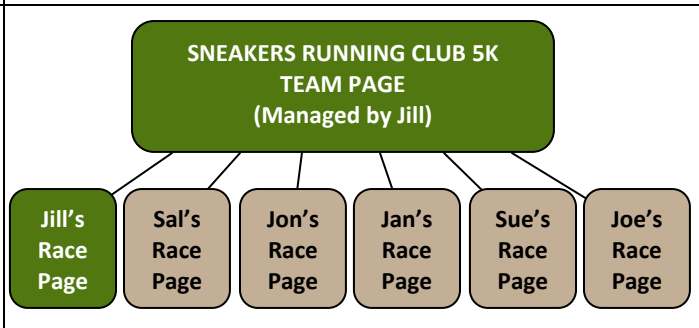
The fundraising results from all the team member pages will be reflected on the team page thermometer as well as a Team Roster with individual totals. Teams that reach milestones of raising \$1,000, \$2,000, or \$3,000 will receive a Trophy Badge on their page. (See page 5: How to Start a Team for more details on badges.)

Examples of Team Structures:

Acme Company holds a competition between their departments: HR, Sales, and Operations. Mary in HR offers to manage the Acme Company Team page and sets up the HR fundraising page. Bob sets up the Sales fundraising page and joins the Acme Company Team Page. Jane sets up the Operations fundraising page and joins the Acme Company Team page. Mary, Bob, and Jane encourage their coworkers and friends to make donations to their fundraising pages. The results are displayed on the Acme Team page for the entire company to view.



Sneakers Running Club holds a 5K race. Jill, a running club member, offers to manage the 5K Race Team Page. The running club invites all of their members to hold their own fundraising pages to participate in the race. Jill manages the team page and her own fundraising page. The running group members create their own fundraising pages, join the team page, and encourage their friends and family to donate.





VIRTUAL FOOD DRIVE



STARTING A TEAM

As a Team Captain, you'll set up a team page and your personal virtual food drive page. Funds raised from individuals who join your team with their own personal virtual food drives will appear on the team page and will be reflected in the team goal.

To set up a Virtual Food Drive Team, following these 4 easy steps!

- 1 Go to foodbankcenc.org/vfd. Scroll to the orange buttons. Click **"Start a Team"**
- 2 Enter your **team name** and **team goal** for the team page.
Note: If your drive is a part of your company, choose the name from the list. Don't see your company? Email us at support@foodbankcenc.org.
- 3 Next, set the goal for your **individual** page and enter the amount of your personal gift
Note: All Team Captains are required to have an individual virtual food drive page, however, you're not required to have a goal or make a personal gift.
- 4 Enter your personal information and confirm!
Note: Step 5 is for entering a credit card to make a personal gift. If you choose not to make a gift at this time, you will not see step 5.

You're finished! You now have access to your participant center where you can spruce up your team page and your individual page. Follow the steps on the "Home" tab to customize your pages, invite people to join your team, send emails, and enter offline gifts.

TEAM MILESTONES

When your team reaches certain milestones, badges will be applied to the team page and will appear beside the team name in donor scroll lists. (For information on individual milestones, see page 3 "Individual Page Setup.")



Gold Team – Team raised \$3,000 or more



Silver Team – Team raised \$2,000 or more



Bronze Team – Team raised \$1,000 or more

COLLECTING CASH & CHECKS

As a Team Captain, you will be fundraising and logging cash and check donations through your personal virtual food drive page (not the team page.) For information on collecting cash and checks, see page 3 "Individual Page Setup.")