EAST TEXAS FOOD BANK

Virtual Food Drive Toolkit

Thank you for supporting the East Texas Food Bank by hosting a virtual food drive! We have provided some tips for success, sample social media posts, and email text to help promote your virtual food drive fundraiser.



Tips for Success

Set Your Goal

Encourage your supporters to rally to raise a certain amount of meals. A monetary goal meter on the page will update everyone on your progress. Every $1 provides 5 meals, and 95¢ of every $1 goes directly to food programs.

Use Your Network

Post on your personal and business social media and send emails letting everyone know about your virtual food drive. Everyone can participate, even if they are in another city, state or country. Ask if your company would match up to certain dollar amount and if your company's vendors would support. See the next page for sample email and social media posts and easy ways to share your virtual food drive.

Share about the East Texas Food Bank

Our mission is to fight hunger and feed hope in East Texas. Every donation makes an immediate impact in our community.

Questions? Contact Starla Bickerstaff at 903.204.7556 or sbickerstaff@easttexasfoodbank.org.

Social Media & Email Post Examples

You can use these messaging templates to help raise awareness about your Virtual Food Drive. Don't forget to update with your goal, amount raised, and page URL link. Additionally, you can post directly to your social media channels from your virtual food drive page by clicking the icons at the top, near the goal meter.

X (TWITTER)

Sample 1 Help feed families in East Texas! Let's fight hunger with the @etfoodbank by raising $(GOAL) with our virtual food drive. (LINK TO VIRTUAL FOOD DRIVE PAGE)

Sample 2 I/We are just $(AMOUNT) away from our goal of $(GOAL) for the @etfoodbank. Keep helping us fight hunger and give today. (LINK TO VIRTUAL FOOD DRIVE PAGE)

After the Drive Ends Thank you to everyone who helped fight hunger in East Texas by donating to @etfoodbank! We raised a total of $(AMOUNT) for the food bank.

FACEBOOK

Sample 1 Help me/us fill the shelves of the @etfoodbank. Let's fight hunger by raising $(GOAL) before (ENDING DATE). (LINK TO VIRTUAL FOOD DRIVE PAGE)

Sample 2 I/We are just $(AMOUNT) away from the goal of $(GOAL) for the @etfoodbank. Donate to my/our virtual food drive now and help keep our neighbors fed with nutritious meals. (LINK TO VIRTUAL FOOD DRIVE PAGE)

After the Drive Ends Thank you to everyone that helped fight hunger and feed hope in East Texas by donating to the @etfoodbank! I/We raised $(FINAL AMOUNT). Every $1 donated will provide up to 5 meals for children, families and seniors in need. Your gifts will make an immediate impact and provide one less worry.

EMAIL

Subject: Help me/us fight hunger and feed East Texans

Body:

Hello, Thousands of our East Texas neighbors are facing a hidden secret. They don't know where their next meal is coming from. It's always difficult to prepare for the unexpected, but even more when faced with hunger.

The East Texas Food Bank works each day across 26 counties to ensure children, families and seniors have the nutritious food they need – now or whenever that need arises. You can help me/us raise money for the East Texas Food Bank by giving to my/our virtual food drive. Let's provide meals for those who need it most. Every $1 provides 5 meals, and 95¢ of every dollar goes directly to food programs.

Make a difference now with a donation here: (LINK TO VIRTUAL FOOD DRIVE PAGE)

Thanks for your help!
(NAME/BUSINESS)

P.S. When you visit my/our virtual food drive page, don't forget to share it on your social media to help make an even bigger impact!