Virtual Food Drive Guide: Registering as an Individual

PARTNER
FOOD BANK OF
FEEDING AMERICA

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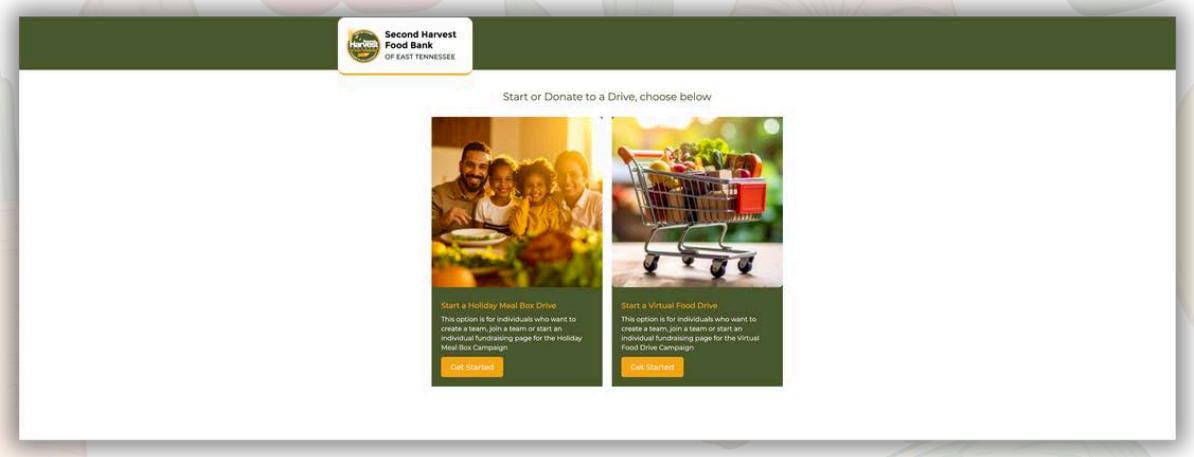
Overview

Help provide meals for East Tennessee children, seniors, and families by filling a virtual shopping cart with our most needed items to help our neighbors experiencing food insecurity. As a supporter, encourage your friends, family, or coworkers to get involved. Together, we can work to close the hunger gap across East Tennessee by providing access to nutritious food.



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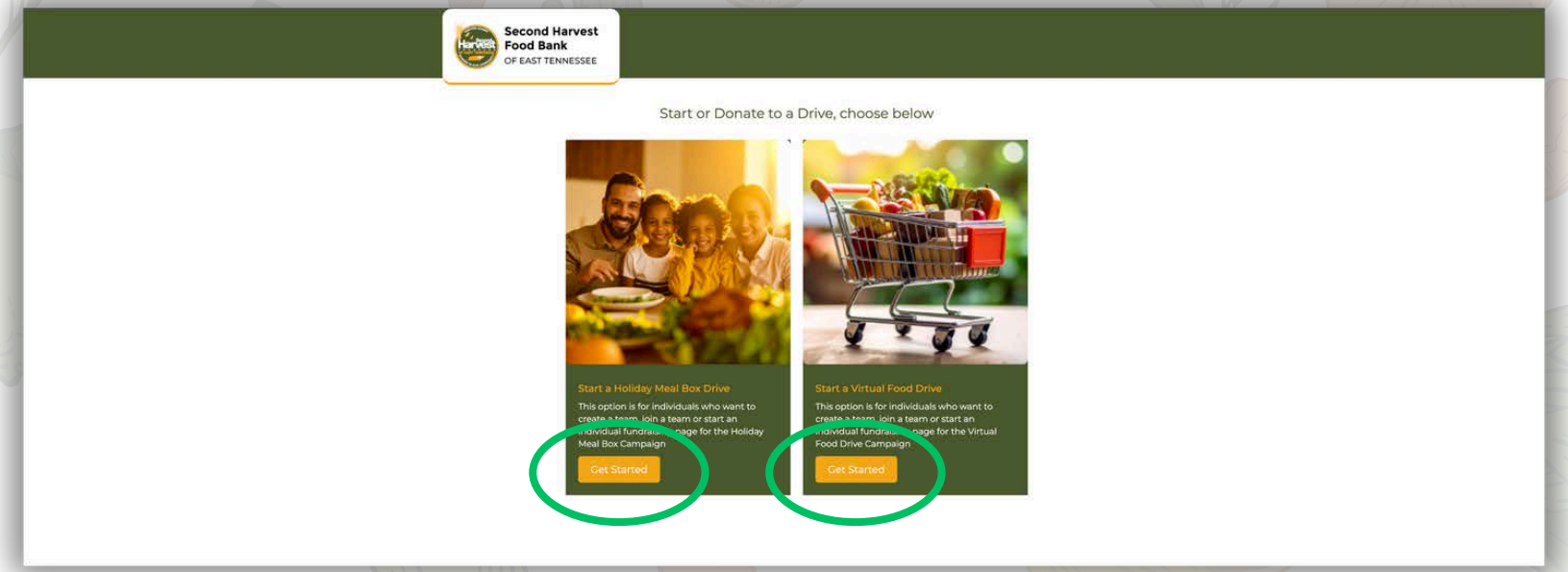
Registering as an Individual: Step 1

First, select the type of drive you'd like to start.



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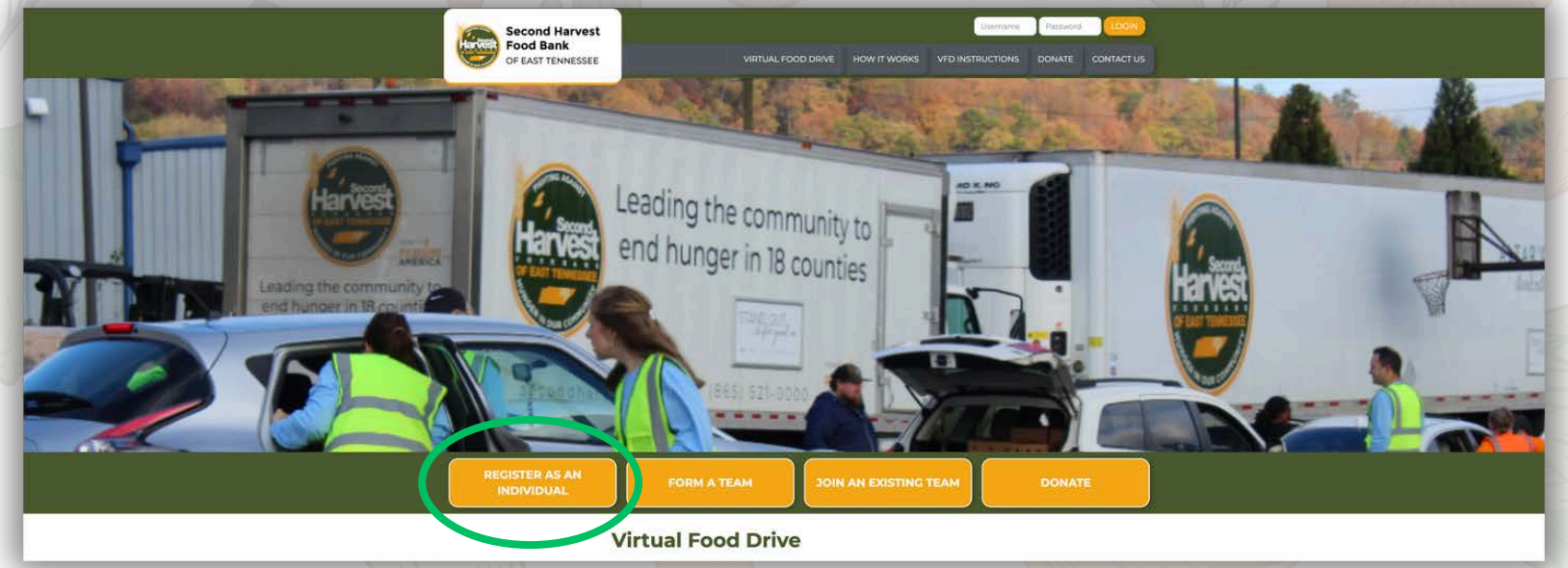
Registering as an Individual: Step 2

Next, click “REGISTER AS AN INDIVIDUAL”.



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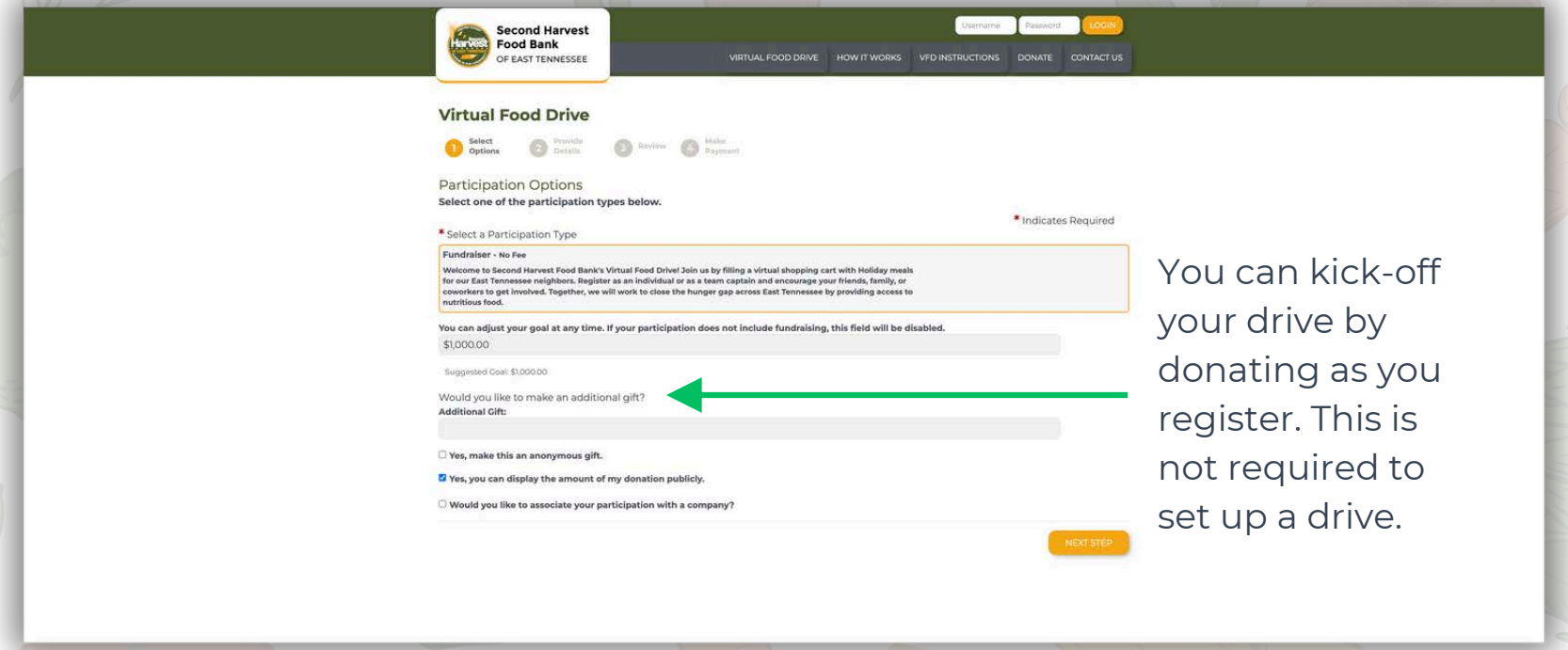
Registering as an Individual: Step 3

Enter your fundraising goal. This can be changed at any time.



You can kick-off your drive by donating as you register. This is not required to set up a drive.

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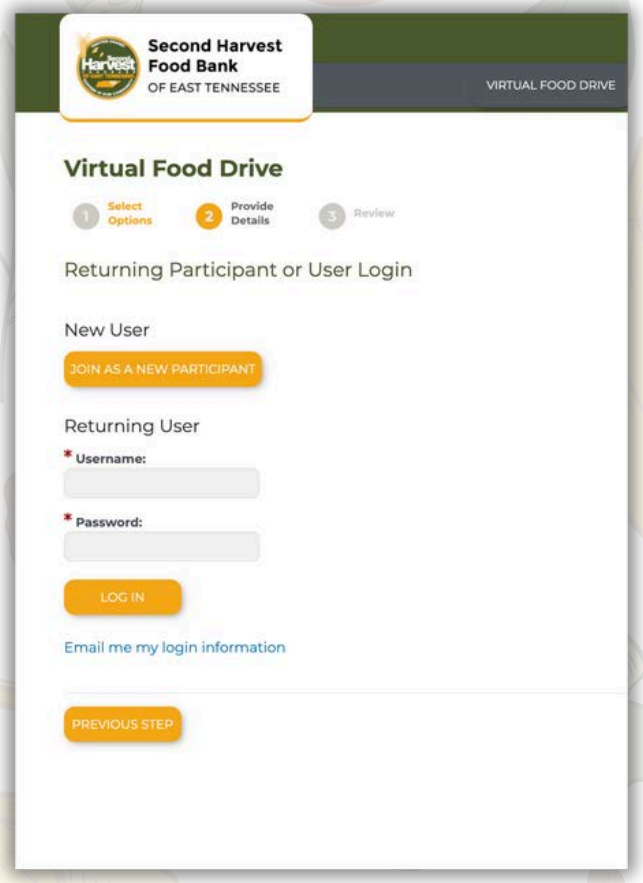
Registering as an Individual: Step 4

You already have a login if:

- You already set up an account with SHFB - ET
- You recently made an online donation to SHFB - ET

If you recently made an online donation, your username is the email you used when making the donation. You can reset your password to receive your login information. If you are not a returning user, click "JOIN AS A NEW PARTICIPANT".



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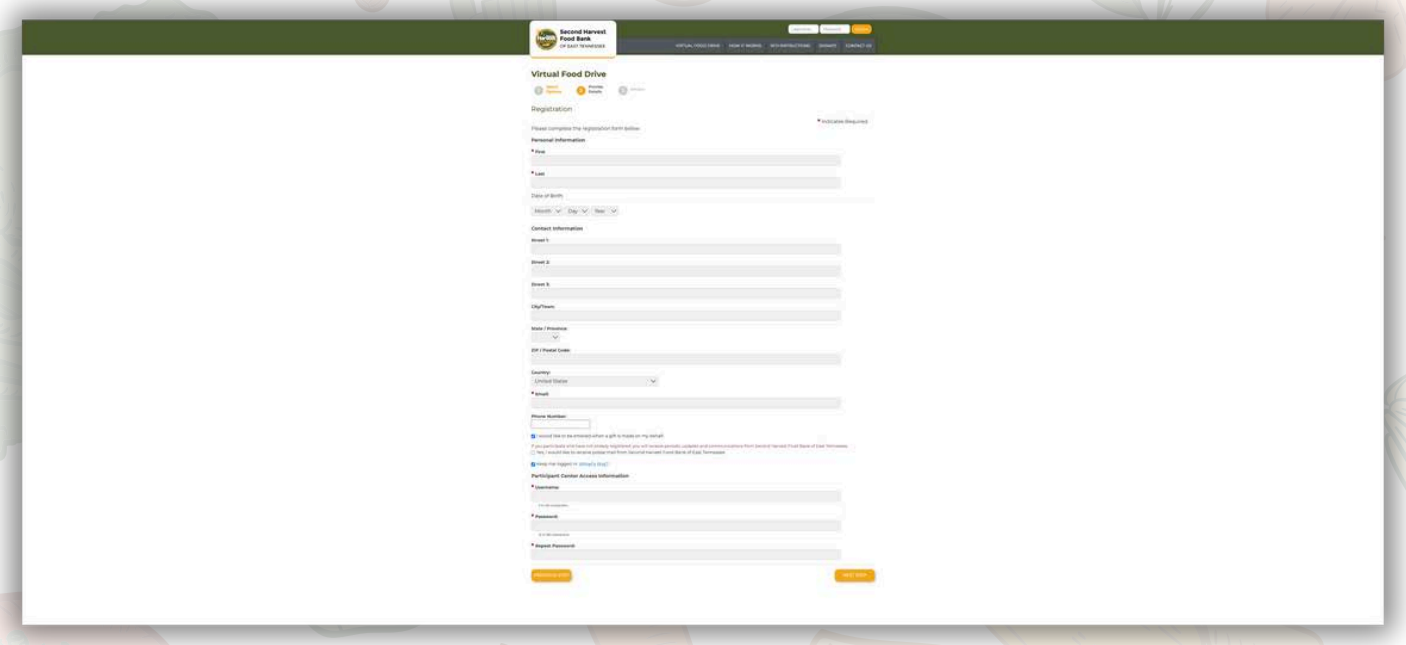
Registering as an Individual: Step 5

Complete the registration information. Make note of the username and password you've selected. You'll use them to log in each time you'd like to manage your page, promote your page, thank donors who've supported your efforts, etc. Returning users can review registration information and make updates.



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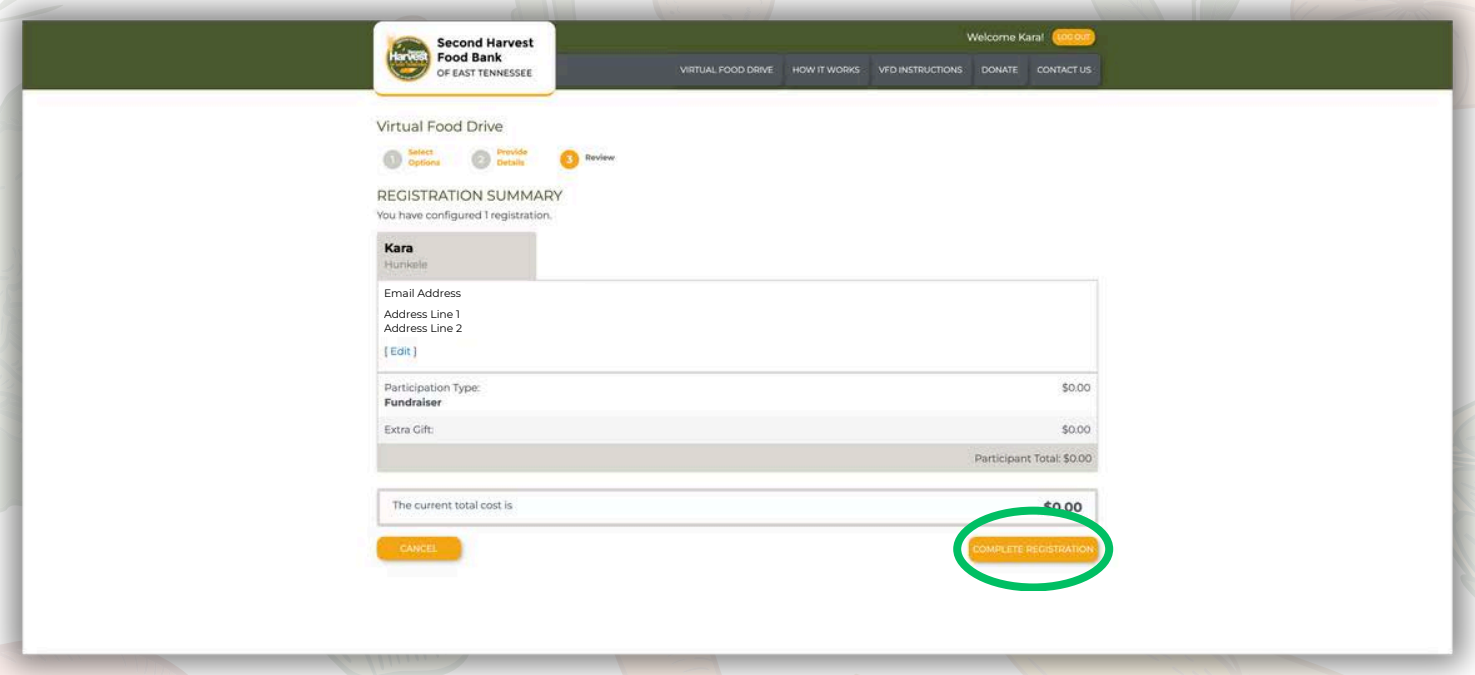
Registering as an Individual: Step 6

Review the details and click “COMPLETE REGISTRATION”.



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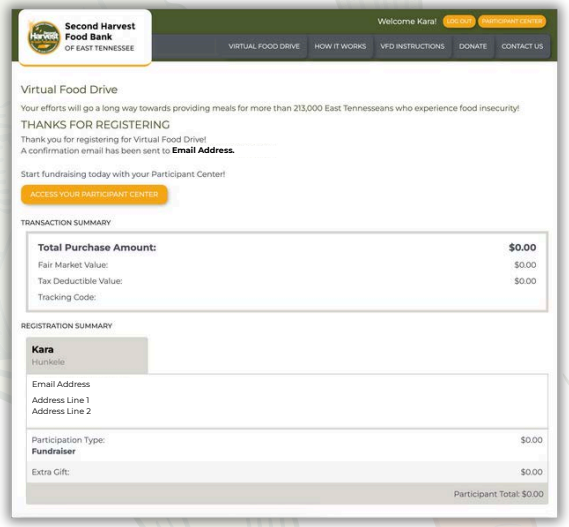
Registering as an Individual: Completed

Once completed, you will see the below confirmation page on your screen and receive a confirmation via email.



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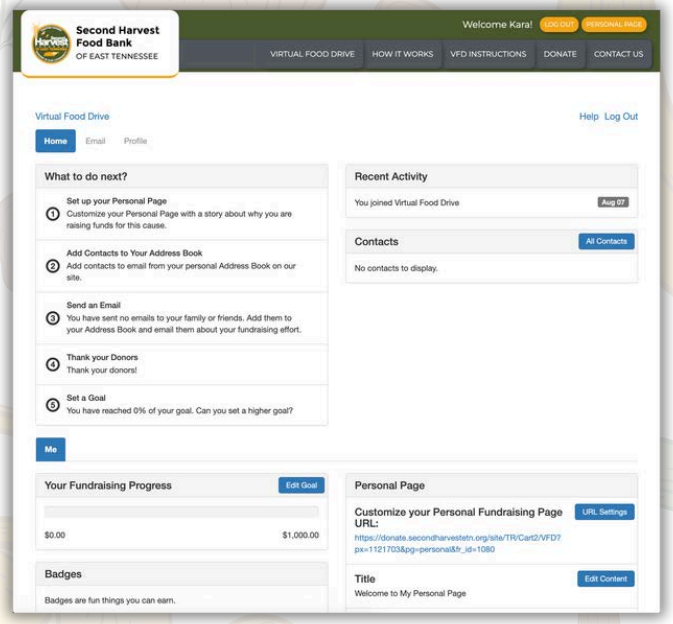
Participant Center

You can manage your Virtual Food Drive from your participant center! To access your participant center, login and click “PARTICIPANT CENTER”.

- **Customize Your Drive**: Make it your own! Add a logo or image and change the heading of your page. Update your goal and write a short personal message to let everyone know why you are hosting a Virtual Food Drive.
- **Update Your URL**: Shorten the link of your Virtual Food Drive page to make it easier to share.
- **Email**: Get the word out about your Virtual Food Drive. Send out emails (we’ve even included samples and templates to get you started) to ask for donations and to thank your supporters.
- **Tracking**: Stay up to date with the progress of your drive. You can view donation history and pull donation reports.



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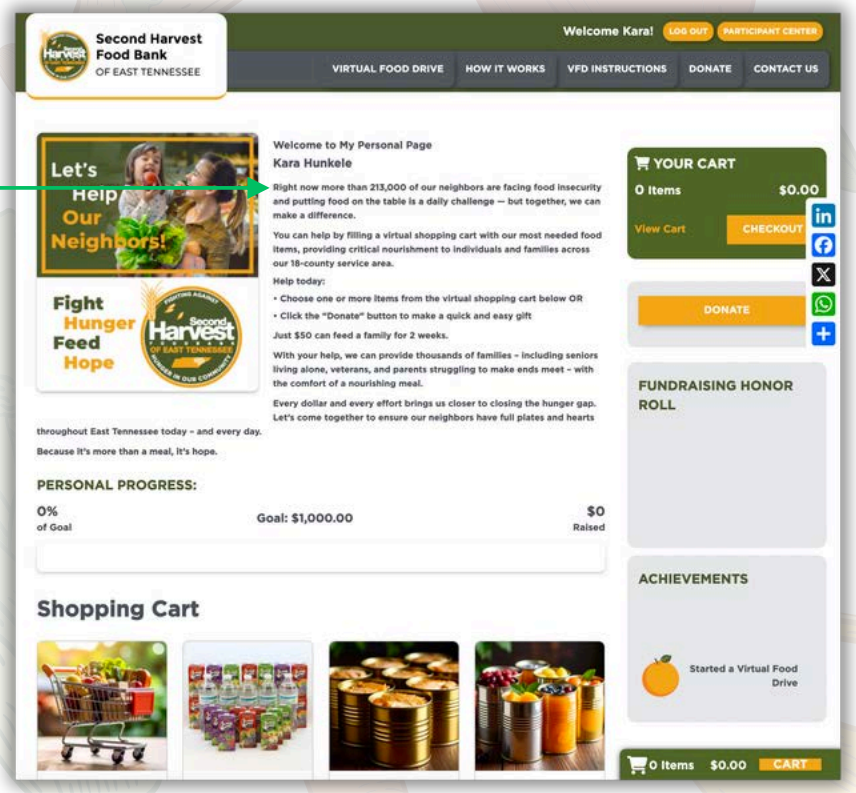
Example

Customize a personal message to your donors.



Click here for access to your participant center.

View your most generous donors.

Your progress bar will grow as you get closer to your goal.

Frequently Asked Questions

How many meals does each dollar provide? Every $1 donated provides access to 3 nutritious meals!

Can I donate through the Virtual Food Drive without shopping? Yes, to donate through a Virtual Food Drive without selecting items, click "Donate Without Shopping" on the drive you wish to support.

Can I close my page? Pages will remain live throughout the year. However, you can request to deactivate your drive by emailing FoodDrives@SecondHarvestETN.org.

Can donors give anonymously? Donors can choose to “make this an anonymous gift” and opt to not have the amount displayed publicly.

Need additional support or have further questions? Please email FoodDrives@SecondHarvestETN.org.