Virtual Food Drive Guide: Forming or Joining a Team

PARTNER
FOOD BANK OF
FEEDING AMERICA

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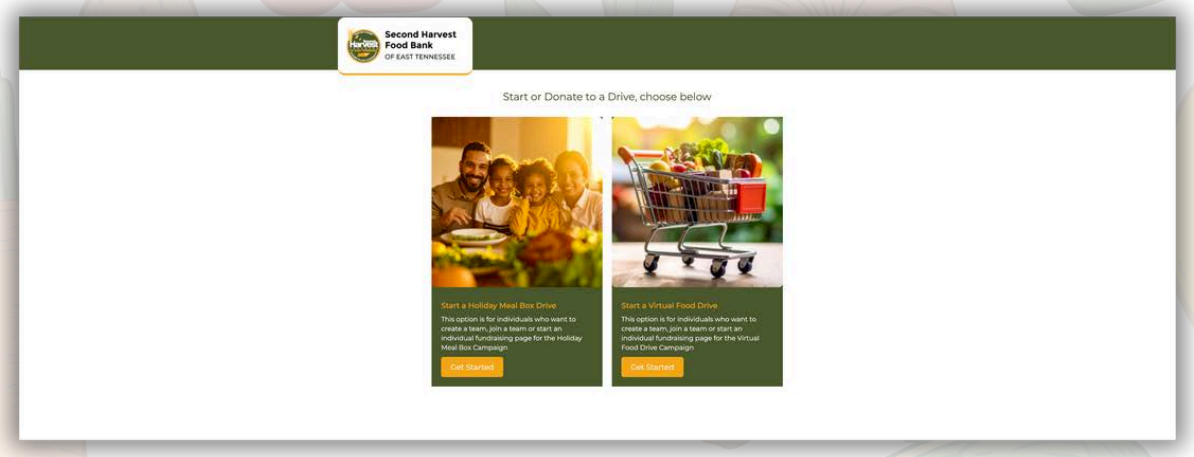
Overview

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 team captain, 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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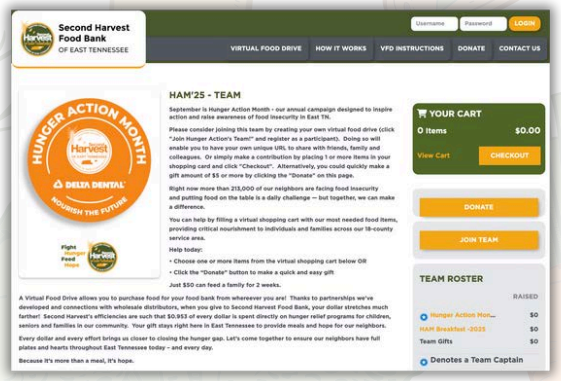
Overview



Team

Teampages are intended for groups, companies, and organizations interested in getting their members/employees involved in a collective effort to raise funds.

Captain (Participant)

Every team page requires a Captain. As you set up a Team, you will be prompted to register as a Participant to ensure a Captain is established. Captains are marked with a blue star.

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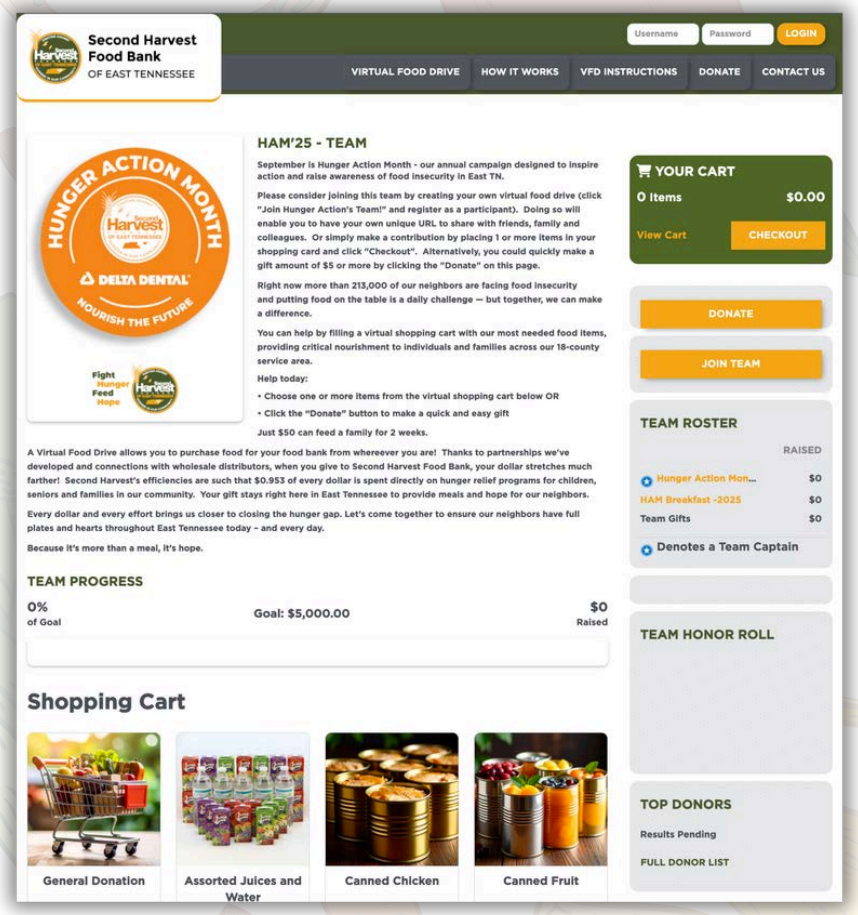
Example

Add your company or organization logo.

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



"LOGIN" gives you access to your participant center.

Coworkers or members can help your efforts by joining your team. See page 17 to learn more.

View those who have joined your efforts.

View your most generous donors.

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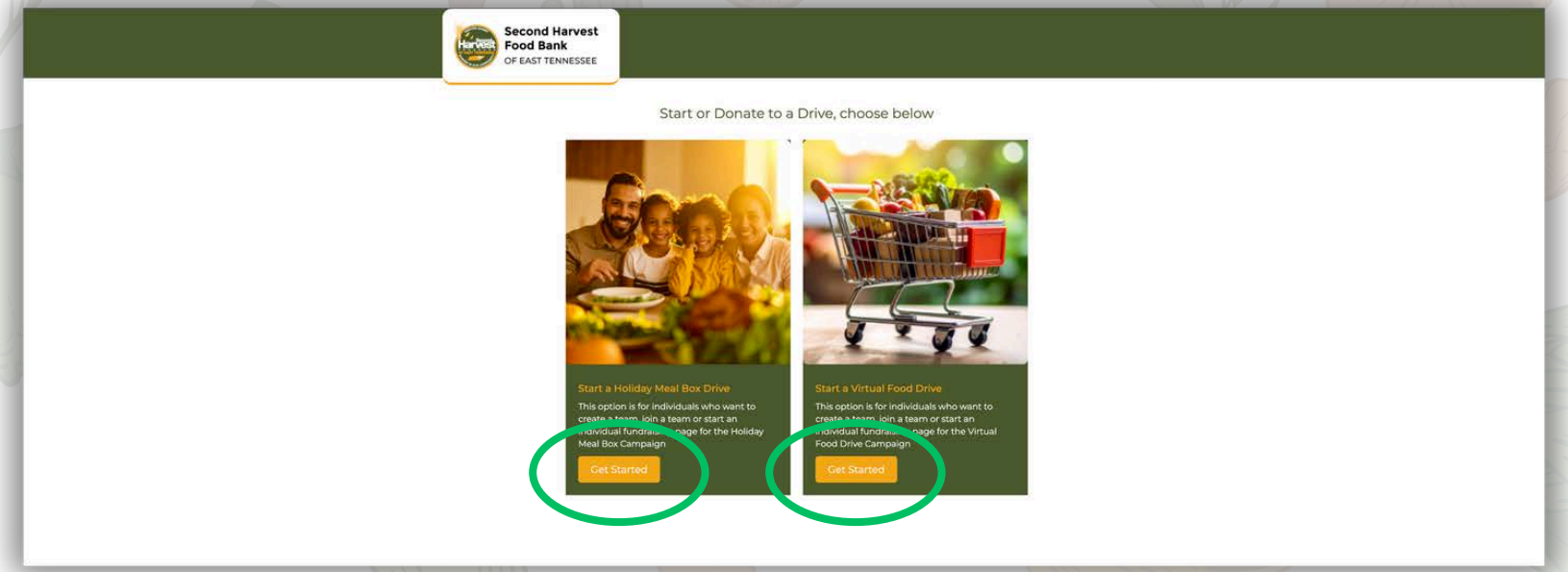
Form a Team: Step 1

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



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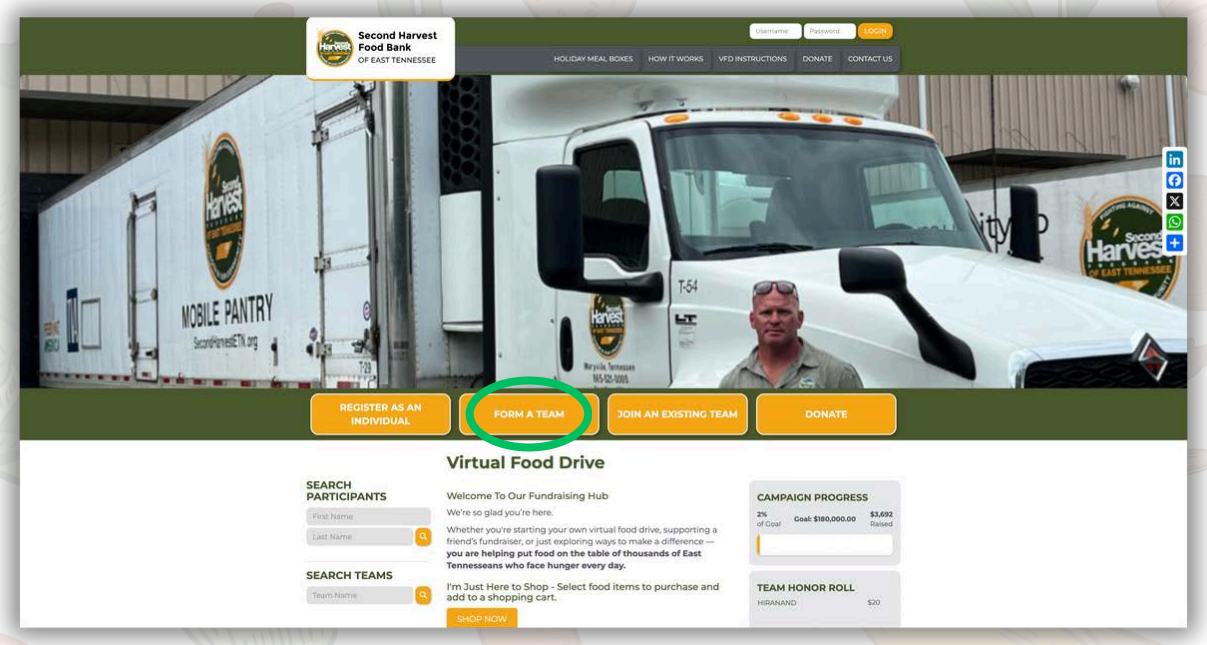
Form a Team: Step 2

To form a new team drive, click “FORM A TEAM”.



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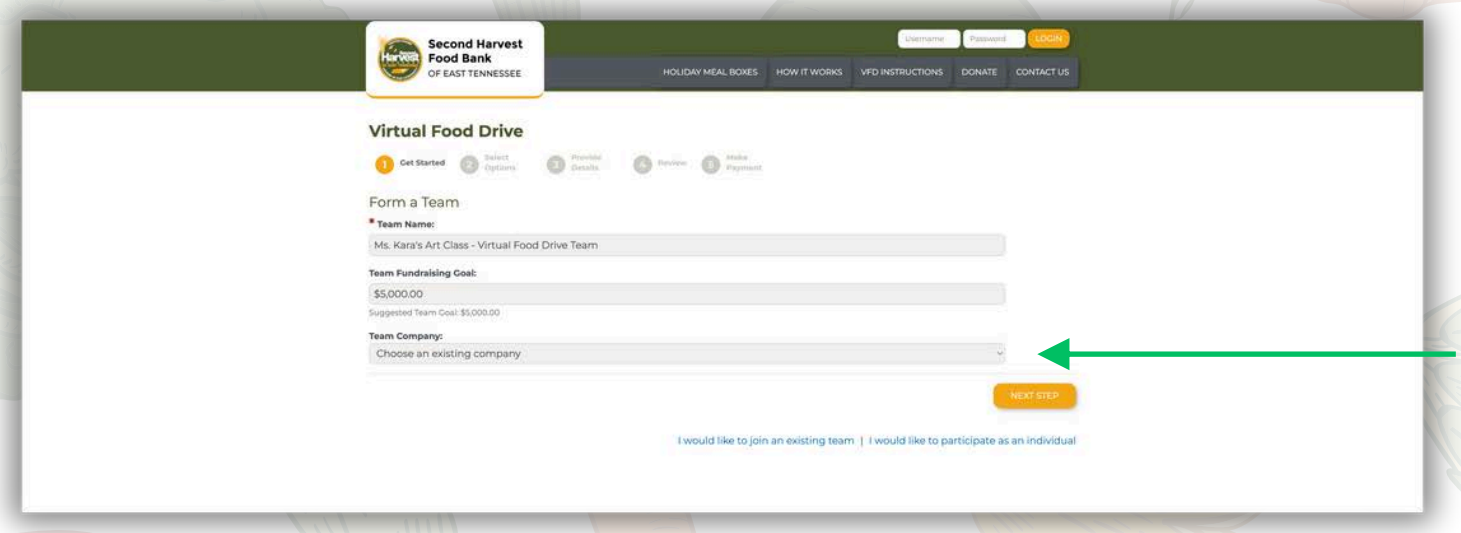
Form a Team: Step 3

Enter a unique Team Name.
Selecting a “Company” is only required for companies hosting a drive.



Before creating a new Company, check to see if your company already exists. See page 16.

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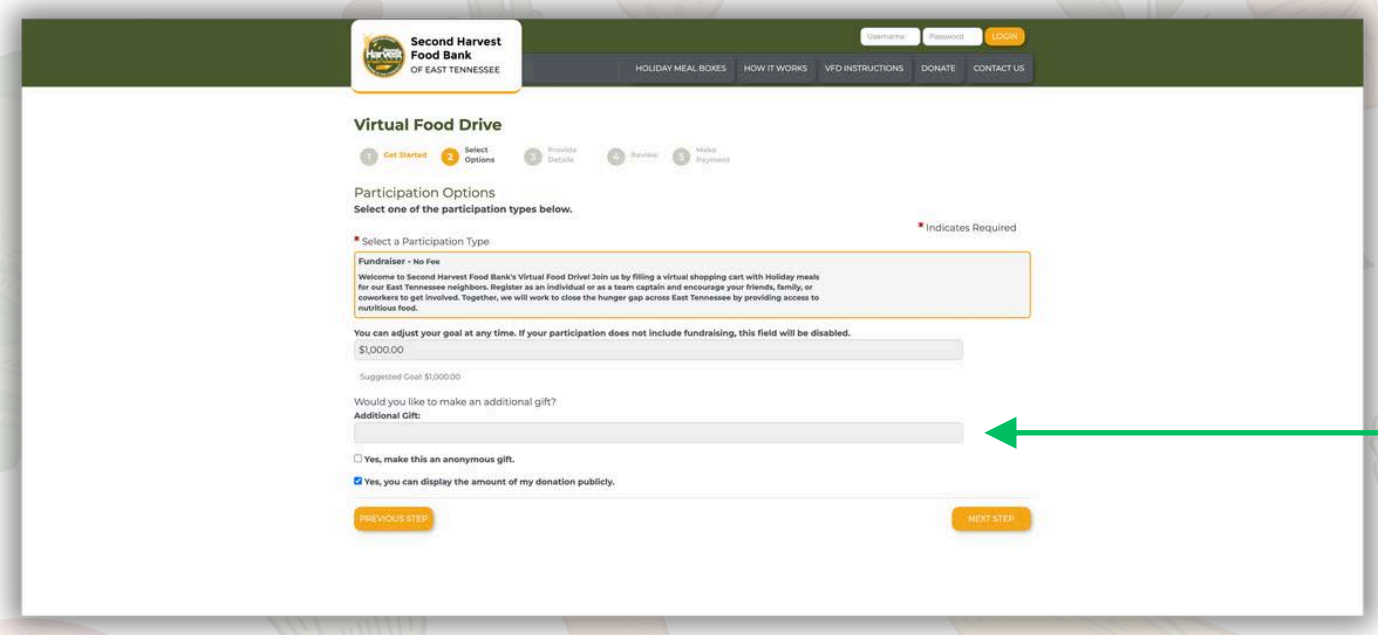
Form a Team: Step 4

Enter your fundraising goal. You can change this at any time.



You can kick-off your drive by donating as you create your drive.

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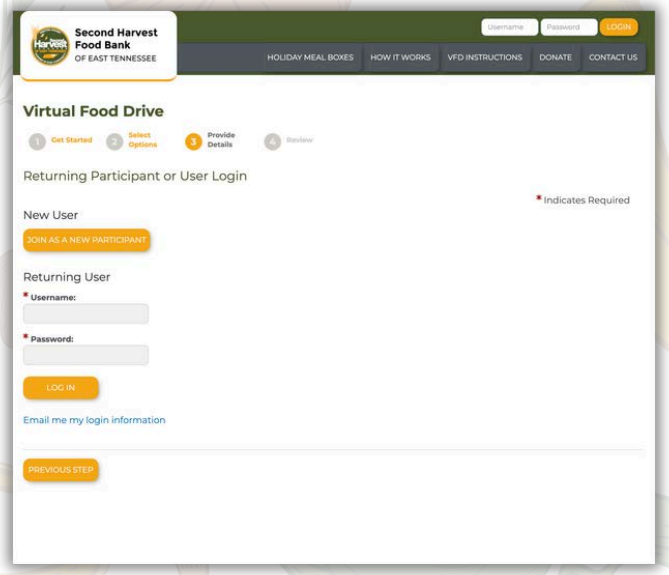
Form a Team: Step 5

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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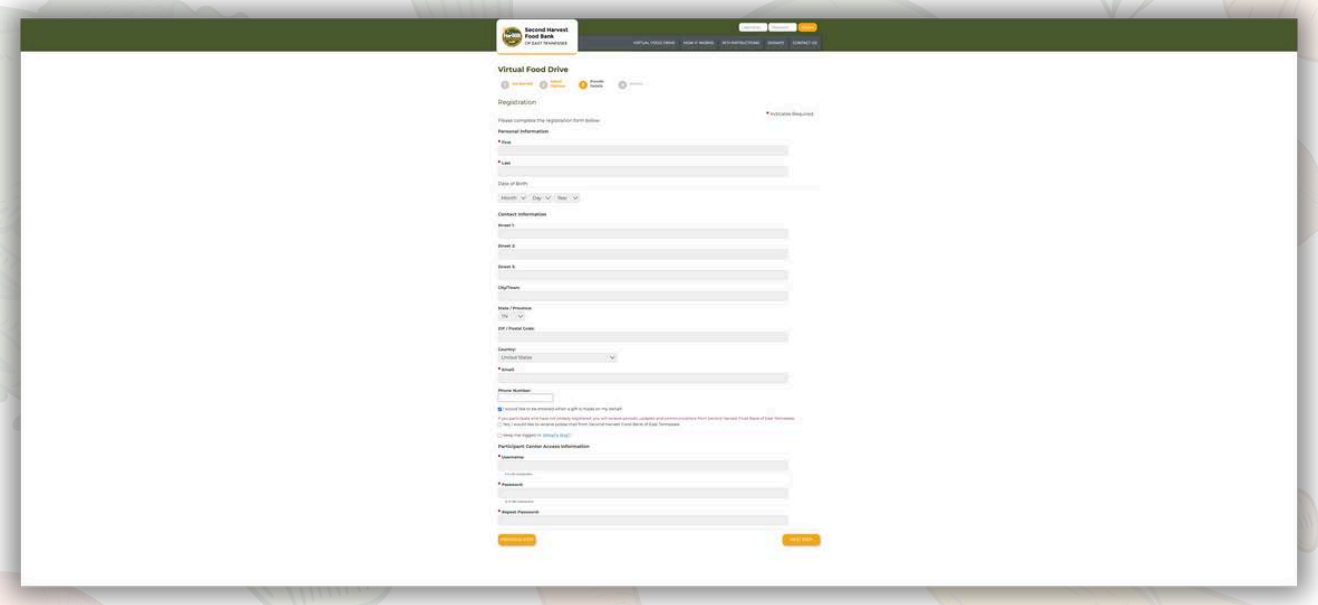
Form a Team: Step 6

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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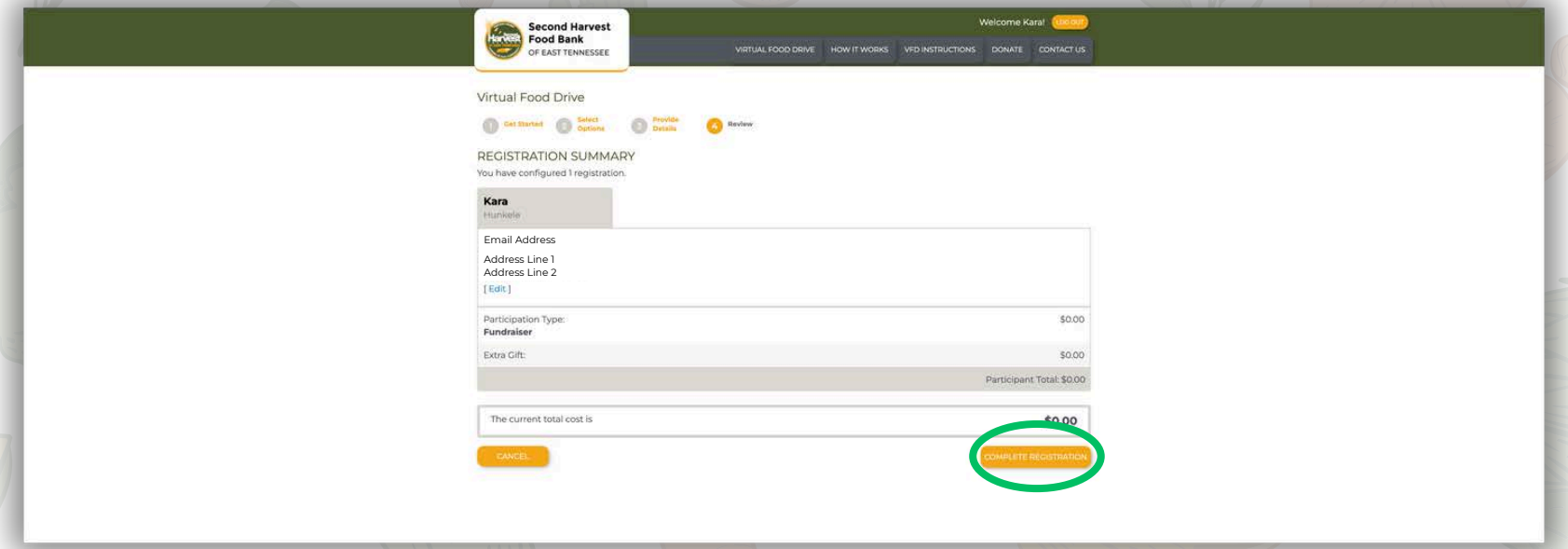
Form a Team: Step 7

Review the details and click “COMPLETE REGISTRATION”.



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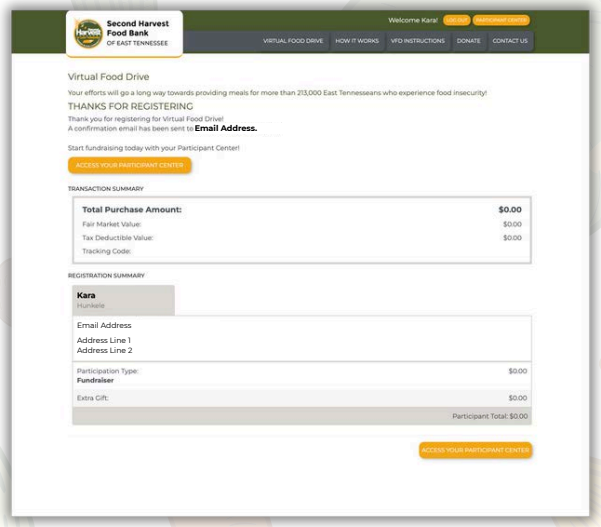
Form a Team: Completed

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



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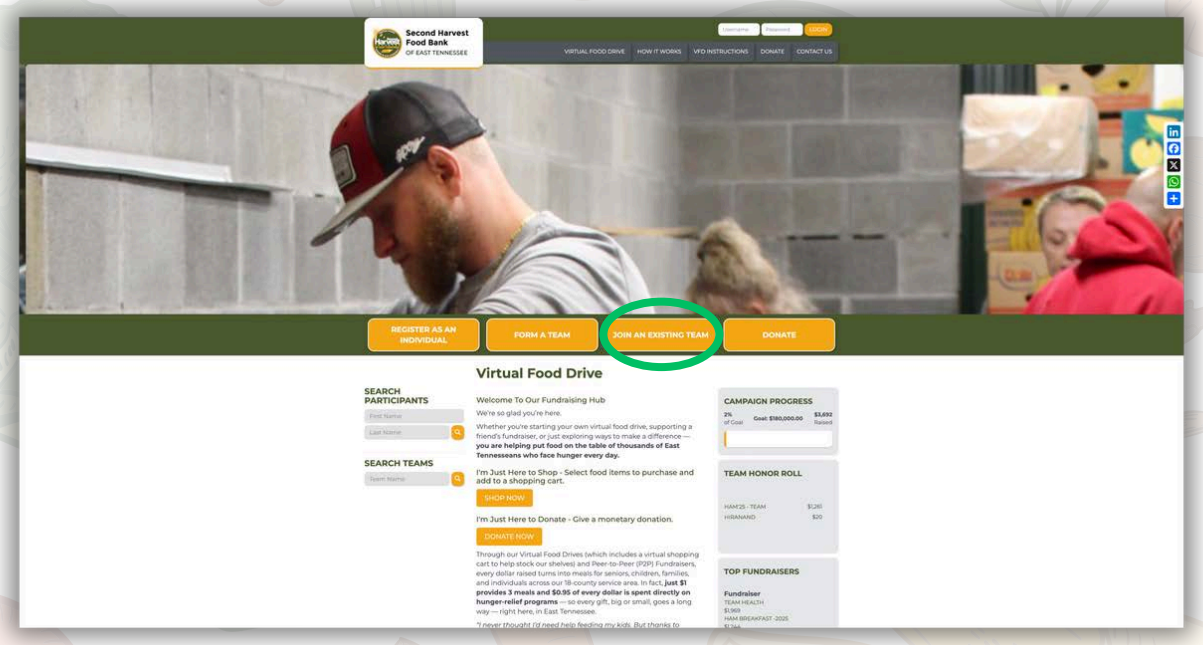
Join a Team: Step 1

If a Team already has a drive, you can join their efforts by becoming a participant. Click “JOIN AN EXISTING TEAM”.



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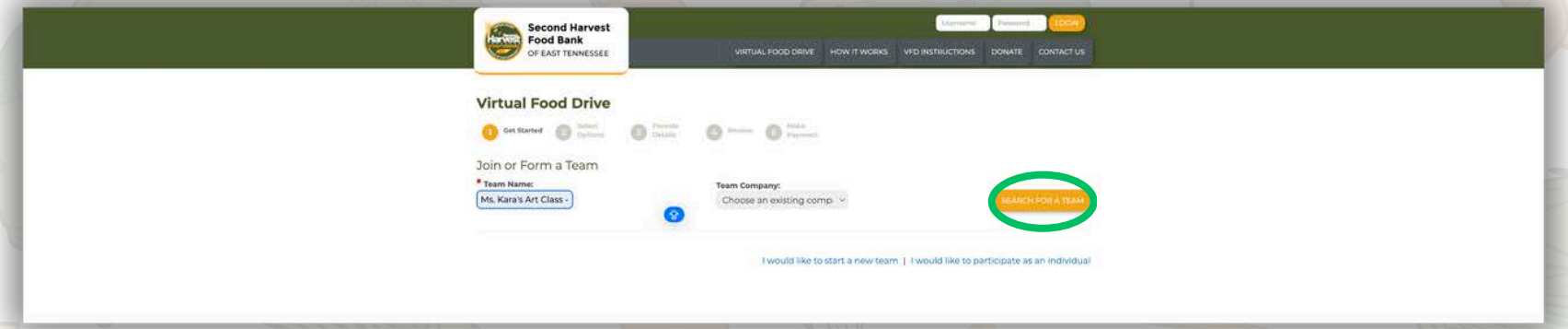
Join a Team: Step 2

You can search for an existing Team or Company.



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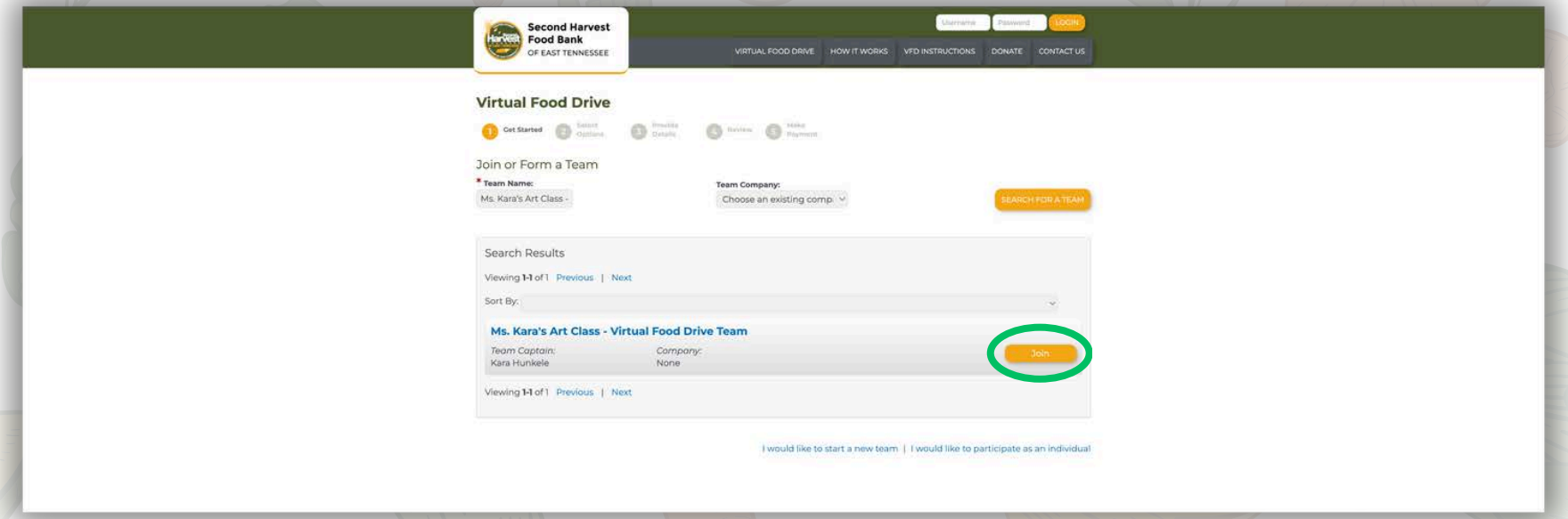
Join a Team: Step 3

Review the results and click “JOIN” for the correct team.



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Hosting a Competition

Are you hosting a friendly competition between different departments within your company? Here's how we recommend getting your competition set-up:

Once you've set up a "Team" Virtual Food Drive, think of it as your central competition page.

- Step 1: Internally, select an employee to be the captain of each of your internal teams.
- Step 2: Share your "Team" Virtual Food Drive link and ask each captain to select "Join Team".
- Step 3: As each captain registers, instruct them to use their competition name in the first and last name fields.

After each captain completes the registration, each page will be listed under your Team Roster.

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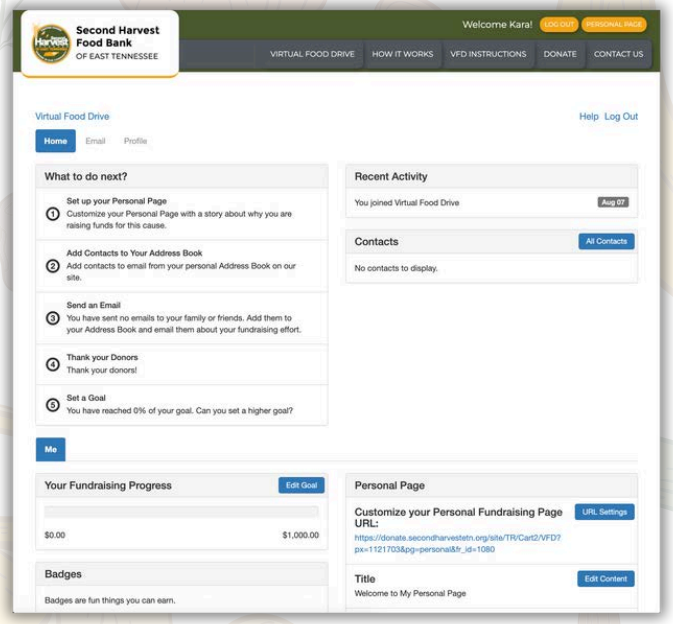
Participant Center

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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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.