

Virtual Food Drive Email Template

Do you need a sample email to send to co-workers, friends, or family to tell them about your fundraiser for City Harvest?

Copy, paste, and fill in the blank fields to the right to create a personalized message and help simplify your fundraising!

Feel free to add any personalized touches about why you and/or your company are involved with City Harvest to help feed our neighbors in need, especially as NYC begins a long recovery from the COVID-19 crisis. Sharing these details can really help your message hit home.

Other things to include:

- If your company has a matching gift program, sharing this information is an effective way to motivate colleagues who are considering a donation. Attach your company's matching gifts form to your email as a reminder, or if your company uses an online portal, include that link. If you're unsure about your company's matching gift program, reach out to your Human Resources department.
- Include information about any online contests or fun incentives that participants can take part in by donating to your team (ie. raffles, Zoom happy hours, etc.).

Sample Email

Subject: Help Feed New Yorkers In Need

Dear Friend,

As New York City begins its long recovery from the COVID-19 crisis, unemployment and food insecurity rates remain alarmingly high. Nearly 1.5 million New Yorkers are now experiencing hunger, including 1 in 4 NYC children. With your help, we can ensure everyone in our city has access to fresh, nutritious food during these difficult times by donating to **[team name]**'s Virtual Food Drive to support City Harvest.

With your donation, you'll help **[team name]** get closer to our fundraising goal of **[goal]**. Each gift helps City Harvest deliver nutritious food to soup kitchens, food pantries, and other community food programs for families in need. Every dollar donated helps City Harvest feed 2 New Yorkers in need for a day.

Click here to donate to [Insert team name]. Hyperlink sentence to your team page. You can create a custom URL for your team page in your Participant Center].

Thank you for supporting our team and joining City Harvest to help feed our city—one day, one meal, one New Yorker at a time.

With sincere thanks,
[Your Name]