

VIRTUAL FOOD DRIVES FUNDRAISING TIPS

Use these fundraising tips as a starting point, but feel free to be creative and develop fundraising strategies to best suit your drive! If you have questions along the way, we're here to help—you can always email us at partnerships@cityharvest.org.

Talk about impact!

Make your fundraising goal tangible by translating it into how many pounds of food City Harvest can rescue and deliver—just 25 cents helps City Harvest rescue enough food to feed one person for one day.

Use the assets available from City Harvest.

We're happy to provide you with the tips and tools you need to successfully fundraise! Take advantage of our stats, facts and tips – available on the Virtual Food Drive Toolkit page – to help educate your friends, family and colleagues about hunger in our city and encourage them to donate to your cause.

Host an event.

Gather your friends, family, and colleagues for a bake sale, host a lunch or happy hour, or organize an exercise class. Put all proceeds raised towards your fundraising goal.

Leverage social media.

Enlist support through your digital network. Tweet, share and post, tagging City Harvest. Check out our Social Media Guide for ideas.

Set milestones.

Create fundraising goals for yourself and engage people by updating them on your progress as you go!

Share your fundraising link.

Consider including a link to your Virtual Food Drive page in the signature of your work and personal emails so everyone in your network is aware of your efforts.

(Tip: use bitly.com to shorten your link.)

Add a personal touch.

Include a heartfelt personal message on your fundraising page and in emails about why you're supporting the cause and your connection to it. Be specific. You'll engage your audience more deeply, which will move them to join you in the fight against hunger.

Multiply donations with matching gifts.

Find out if your company or organization has a matching gift program and motivate donors by letting them know that their dollars can go even further.

Get creative.

Have fun with your fundraising and develop strategies that suit you best!



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Have questions?

Email us at partnerships@cityharvest.org