

# How to Host a Drive

Thank you for choosing to fight hunger in Southeast Nebraska. Please let us know how we can help ensure your drive is a success.

## Step 1: Select a drive that works best for you

### Virtual Drive

Create a team or individual page using our online fundraising platform.

Your personalized fundraising link can be shared with co-workers, friends and family. Looking for a broader reach? Share your fundraiser on Facebook.

For every \$1 donated, the Food Bank of Lincoln can distribute 3 meals.

### Food Drive

Collect non-perishable food items and hygiene products at your location.

A list of our most needed items is available to download on our website.

Need a donation collection barrel or tote? A request form is available on our website.

### Mix and Match

Try them both!

This option works great for organizations/businesses who's staff work in the office and at home.

Offer your team the flexibility to choose to donate food or funds while making a big impact in Southeast Nebraska.

## Step 2: Plan, Promote and Engage

### Set Dates

We recommend holding your drive for two weeks to one month.

### Set Goals

Promote stronger engagement by creating a goal and updating everyone on their progress. Be sure to set a goal for both monetary and food donations.

### Engagement Ideas

Get more participants by offering incentives like dress down days, raffles, or parking spots at work.

### Create a Buzz

Email friends, family and colleagues to ask them to support and get involved.

Share on social media:  
-virtual food drive link  
-your food donation collection site

### Questions?

Questions about hosting a virtual drive? Contact:

**Gabby Ayala**

gayala@lincolnfoodbank.org  
402.466.8170 ext. 122

Need barrels or totes?

Contact:

**Jami Gordon**

jgordon@lincolnfoodbank.org  
402.466.8170 ext. 124

### Pro Tip: We suggest calculating a 75% participation rate.

Example: Your company has 100 employees. If 75% participated with an average gift of \$10 your goal would be \$750.



## Step 3: Fundraise and Collect

### Virtual Drive

Create a team or individual page using our online fundraising platform.

Send out your personalized link to friends, family and co-workers to donate directly to your drive.

For every **\$1 donated**, the Food Bank of Lincoln can distribute **3 meals**.

**Pro Tip:** Connect your fundraising page to Facebook by selecting the setting on your fundraising dashboard.

### Food Drive

Collect non-perishable food items and hygiene products at your location.

A list of our most needed items is available to download on our website.

Need a donation collection barrel or tote? A request form is available on our website.

For every **1.2 pounds** of food donated, the Food Bank of Lincoln can distribute **1 meal**.

**Pro Tip:** A list of our most needed items is available for download on our website.

## Step 4: Wrapping it up

### Completing your Virtual Drive

Once your drive is completed, we'll send a formal thank you letter to the address provided. If you'd like a more detailed giving report please let us know.

Note: We do not share individual donor information such as donor name, address or other contact information.

### Completing your Food Drive

Once your drive is completed, please drop off donations at our location:

1221 Kingbird Rd.  
Lincoln, NE 68521

Note: If you requested a barrel pick-up our staff will stop by your location to pick up any donations you have collected. Delivery and pick-up minimum is 2 barrels.

**Pro Tip:** Go a step further and schedule a group volunteer project, presentation and/or tour of our new facility. Your team will see first hand how your donations are helping us to alleviate hunger in Southeast Nebraska every day! To submit a request for a presentation or tour visit: [lincolnfoodbank.org/request-a-presentation](http://lincolnfoodbank.org/request-a-presentation)

