

nourishing  
**HOPE**

# VIRTUAL FOOD DRIVE TOOLKIT





# A MESSAGE FROM OUR FUNDRAISING TEAM



Dear Friends,

Welcome and thank you for starting a virtual food drive to support Nourishing Hope's mission to provide food for today and hope for tomorrow! Hosting a fundraiser is a fun way to bring your organization together to fight hunger in our local community. This toolkit is designed to inspire and inform you so that your fundraiser is a great success. Here, you'll find all the resources you need to run a successful drive, including plenty of creative ideas, templates, best practices and more.

We look back on all that Nourishing Hope has accomplished during this difficult time and are overwhelmed with gratitude. We truly appreciate everyone who supports our neighbors facing food insecurity – our individual donors; our hard-working volunteers; and the numerous foundations, corporations, schools, religious institutions, and community organizations who dedicate time and money to our mission. We couldn't do it without you, and we thank you from the bottom of our hearts.

As we look ahead to even more growth and service, please consider supporting our vital programs today with a corporate gift or peer-to-peer fundraiser. Together, we can end hunger in Chicago.

Sincerely,



Drew Moran

Director of Corporate and Foundation Partnerships



# ABOUT NOURISHING HOPE

## More than Just a Food Pantry

One of Chicago's largest and longest-operating food pantries, Lakeview Pantry's mission is to eliminate hunger and poverty in our community by providing food to fill the basic need of hungry people; empowering our clients to gain independence through innovative social service programs; and raising awareness of hunger and poverty and working towards solutions to eliminate them.



Our vision is to be a reliable and innovative hunger-relief resource in the communities we serve, and to be a model of dignified, effective, and collaborative service delivery. We will realize this vision by remaining proactive and adaptable to changing circumstances, while constantly striving to improve.

Our ultimate goal is a hunger-free Chicago.

## HOW WE WORK



Food distribution programs in four physical locations, as well as an online market that's served tens of thousands of our Chicago neighbors.



A home delivery program for the elderly, disabled and homebound. Menu options include specialized packages for those with diabetes, high blood pressure or heart disease.



Social services including housing support, job search & training and public benefits assistance, as well as mental wellness counseling, that empower people to gain independence.

## WHO WE SERVE



Low-income residents of all ages and backgrounds, who come to us from throughout Chicago.





# HUNGER IN OUR COMMUNITY



**1 in 8**

people in Cook County are struggling with food insecurity.



**59%**

of our visitors report having to choose between buying food and paying bills.



**45%**

of our visitors have children under the age of 18 living at home.

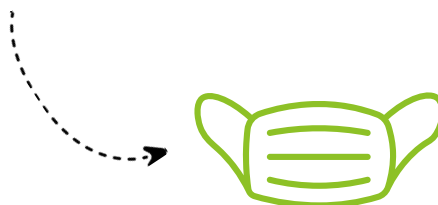
## COVID-19 Response

Nourishing Hope immediately mobilized to respond when the pandemic began, operating at a 400% increase in need at the height of the crisis. In many cases, families were using our services for the first time.



Expanded to serve the entire city of Chicago

Immediately modified our efforts to pre-packaged food distribution, virtual volunteer orientations, and socially distant, masked interactions



Provided more than 2,250 social services, of which 855 were mental wellness visits  
Counseling sessions were provided free of charge



In FY2021\*, we served nearly 200,000 people, 45,000 of whom were new visitors.

We saw a 400% increase in the need for grocery services, and we served more than 6,000 individuals a week from households across Chicago.



Distributed 5 million lbs of food in FY2021\*. 88% of our food was donated!

2,000+ new volunteers stepped up to the plate to pack more than 74,000 boxes at Wrigley Field



\*FY2021 = April 1, 2020 to March 31, 2021



# PLAN YOUR VIRTUAL FOOD DRIVE

Get started at [nourishinghopechi.org/virtualfooddrive!](https://nourishinghopechi.org/virtualfooddrive!)



## Start fundraising



As an individual



Join a team



Create a team

**As an individual:** Create a single page to share with your network

**Join a team:** Join a team that's already fundraising with your own page

**Create a team:** Create a team page and encourage your network to join with their own page



1.



Create your page and set an ambitious goal!

2.



Personalize your page as much as possible. Add a photo, share why your company is contributing and customize your URL.

3.



Share in your company newsletters, on your intranet, or in a special email to encourage donations.

4.



Share your page on your company's social media and ask your followers to support your drive!

5.



Reach your goal and celebrate!  
Thank your team for the difference you made together.



# TEAM FUNDRAISING IN ACTION

## Case Study: Barack Ferrazzano Kirschbaum & Nagelberg LLP

Barack Ferrazzano Kirschbaum & Nagelberg LLP has become part of our strong corporate partner program. For two weeks in the spring of 2022, BFKN hosted a virtual food drive to coincide with their return to the office. As part of the effort, employees collected physical food and hygiene items from our most needed items list. The firm set up the drive as a competition between floors, tapping into their team's competitive nature.

This was the most successful virtual food drive hosted for Nourishing Hope, garnering nearly \$30,000 and over 300 lbs of food for our Chicago neighbors. That's over 240,000 meals!

BFKN has also hosted team members from Nourishing Hope to speak at their corporate offices and sent teams to volunteer in multiple programs.

Do you think your company would be interested in hosting a virtual food drive? Contact Drew Moran, Director of Corporate and Foundation Partnerships, at [drew.moran@nourishinghopechi.org](mailto:drew.moran@nourishinghopechi.org) to plan yours today!



## Keys to Success

- Upload a logo
- Customize your story
- Share your page with colleagues and friends
- Provide a corporate match
- Meet and exceed your goal!



# SOCIAL MEDIA GUIDE







## Talking Points

- 1 in 8 people in Cook County are struggling with food insecurity.
- \$1 donated to Nourishing Hope can provide 8 meals!
- For more than 50 years, Nourishing Hope has served as an invaluable resource in Chicago, ensuring our low-income neighbors have enough to eat and have access to critical, and sometimes lifesaving, social services. Together, we have directly improved the lives of thousands of our community members.
- Our approach focuses on meeting the immediate hunger needs of our clients, then moving onto longer-term solutions that empower clients to become independent.
- Nourishing Hope was poised to respond to the COVID-19 crisis:
  - Nourishing Hope expanded its service area boundaries to serve the entire city of Chicago.
  - After seeing a 400% increase in the need for grocery services, Nourishing Hope served more than 6,000 individuals a week from households across the city during the peak of the pandemic.



## Getting Social: Tips & Tricks

- **Third time's the charm.** The average person needs to be asked three times before they give, so don't hesitate to ask more than once!
- **Ask. Thank. Repeat.** Not every post has to be an "ask." Balance your asks with sharing information on food insecurity and thanking your donors.
- **Always include a link to your fundraising page.** You never know what post will inspire someone to click and give!
- **Tag Nourishing Hope in your posts for added visibility.** Don't forget to follow us for stories of impact that you can share with your network, too!

HANDLES	#HASHTAGS	LINK
 @NourishingHopeChi  @NourishHopeChi  @nourishinghopechi  /nourishinghopechi	#EndHunger #NourishingHope	Don't forget to include your customized fundraising link!

# SAMPLE SOCIAL POSTS



Please note: Sample copy can be used directly or as a general template. Feel free to elaborate, change, or create individualized posts.

## Facebook, Instagram and LinkedIn

1. Join [COMPANY] in helping @NourishingHopeChi provide millions of meals to our Chicago neighbors! Make your impact here: [LINK] #NourishingHope
2. Fight hunger and feed hope with us! [COMPANY] is fundraising for @NourishingHopeChi to help provide crucial food and social services for our neighbors facing food insecurity. Learn more or donate today at our campaign page here! [LINK] #NourishingHope
3. No one should have to worry about where their next meal is coming from. @NourishingHopeChi provides healthy groceries and social services to help #EndHunger in Chicago. This is a cause close to our hearts, and we encourage you to donate to [COMPANY]'s fundraiser here: [LINK]



HELP US FUNDRAISE  
FOR

nourishing  
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[Download sample graphics by clicking here.](#)

## Twitter

1. Join [COMPANY] in helping @NourishHopeChi provide millions of meals to our Chicago neighbors! Make your impact here: [LINK] #NourishingHope
2. Fight hunger and feed hope with us! [COMPANY] is fundraising for @NourishHopeChi to help provide crucial food and social services for our neighbors facing food insecurity. Learn more or donate today at our campaign page here! [LINK] #NourishingHope
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# SAMPLE EMAILS

Please note: Sample copy can be used directly or as a general template. Feel free to elaborate, change, or create individualized emails.

## Sample Email to Supporters

Dear Colleagues,

Did you know that 1 in 8 people in Cook County don't know where their next meal will come from? Every \$1 donated to Nourishing Hope can provide 8 meals in our communities plus social services and free mental health counseling. [Your Company] is dedicated to giving back to our communities and is raising funds to support Nourishing Hope's vital work. Consider making a donation to help us reach our goal of [\$\$\$]!

(Optional match language)

If we hit our goal of [\$\$\$], [Company Name] will match our total raised to double our impact! Encourage your team to participate — every dollar counts!

Learn more about Nourishing Hope by visiting their website at [NourishingHopeChi.org](https://NourishingHopeChi.org).

Best,  
[Your Name]

## Sample Thank You Email

Dear Colleagues,

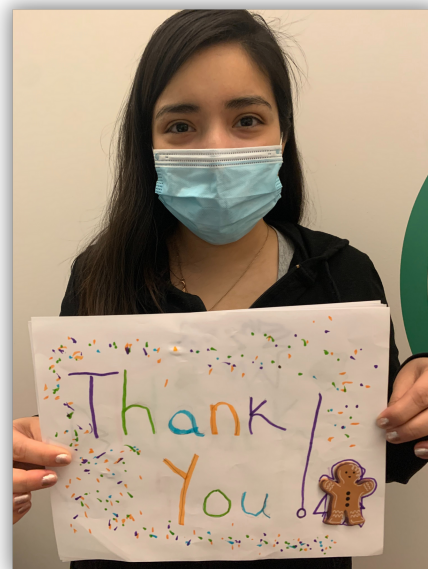
Thank you for supporting Nourishing Hope through [Company Name's] Virtual Food Drive! Because of your support, [Company] was able to provide [\$ raised x 8] meals plus social services and free mental health counseling to Chicago communities. Your donation is already being put to great use keeping these services running.

Go the extra mile and sign up to volunteer with Nourishing Hope! Be sure to include that you work for [Company Name] so we can track our team's total impact. Check out [NourishingHopeChi.org/volunteer](https://NourishingHopeChi.org/volunteer) for more information.

Best,  
[Your Name]

# THANKING YOUR NETWORK

You can never thank people enough for their generosity and support. It's better to thank people soon after they donate, so make sure you're set up to receive alerts when someone has donated to your fundraiser. The donor will receive an automated thank you with a receipt, but it's always nicer to add that personal touch by reaching out to thank them directly. Personal phone calls and emails as well as social media posts show people both privately and publicly how much you appreciate their support and may motivate others to support your fundraiser, too!



## Thank Your Donors...

- Right when they've made a donation
- When you've reached important campaign milestones like 50%, 75%, and 100% of your goal
- In an event update to let your donors know about event preparation or wrap-up
- On social media—it shows that you appreciate their support and encourages others to give (or give again)

## Don't Stop There!

Don't just thank your donors. Show them the impact of their donations. Follow up with them in 3 or 6 months, sharing news from Nourishing Hope and how their donations are making an impact. Remind them of the impact of their gift, and you'll make it even more likely that they'll support you again for your next fundraiser.

## Sample Thank You Message

Dear [NAME],

I am so grateful for the support you have shown me as I fundraised for Nourishing Hope with [Company Name]. Please know that your donation impacts food-insecure individuals and their families who don't know where their next meal is coming from. Your gift allows us to provide groceries, social services and mental health counseling to our community.

I encourage you to follow Nourishing Hope on Facebook, Instagram, and Twitter to stay up to date on their work, and I thank you again for your generous support.



# FUNDRAISING RESOURCES

We want your fundraising journey to be smooth and stress-free, so we've compiled the following resources to help you meet and exceed your fundraising goals.

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## Classy Resources

- [How to Edit Your Personal Fundraising Page](#)
- [How to Link Your Personal Fundraising Page to Your Facebook Page](#)
- [How to Reset Your Password](#)
- [All Classy help articles](#)

## Nourishing Hope Resources

[www.NourishingHopeChi.org](http://www.NourishingHopeChi.org)

- [Employer Matching Gifts](#)
- [Upcoming Events](#)
- [Social Media Graphics](#)
- [Sign Up for Our Emails](#)
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## Questions or Concerns?

Please reach out to Drew Moran, Director of Corporate and Foundation Partnerships, at [drew.moran@nourishinghopechi.org](mailto:drew.moran@nourishinghopechi.org).

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