

Dear Fund Drive Coordinator,

Second Harvest Foodbank of Southern Wisconsin is so grateful for your interest in holding a Fund Drive. Donations to Second Harvest advance our mission to end hunger in southwestern Wisconsin.

Second Harvest supports requests for food support across 16 counties in southwest Wisconsin. Those requests come from friends, neighbors, moms, dads, brothers, sisters, old and young. Hunger knows no race, gender identity, age, job status or education level.

At Second Harvest, we're more than a food bank – we're a neighbor and a friend who's been part of the fabric of southwestern Wisconsin for decades. When it comes to addressing food insecurity, we focus on where we see it firsthand: our own backyard. Your generous support helps provide nutritious food to our network of partner food providers, mobile food pantries, senior and youth meal programs. Your donations not only provide food, but also provide hope.



Let's get started!

Follow [THIS LINK](#) or snap a pic of the QR code to set up your Fund Drive.
Create an account or login with Facebook to get started.





1. Choose the format of your fund drive page

INDIVIDUAL PAGE

- Fundraising as a an individual OR GROUP, toward one shared goal
- Easy setup and messaging for participants

Most of our drives fall into the INDIVIDUAL PAGE category. This fundraising style offers simple setup of a singular page and goal.

TEAM PAGE

- Allows for overall drive goal AND additional smaller team or individual goals
- Head-To-Head fundraising

For organizations that would like to challenge each other to collect the most funds, the TEAM PAGE is a great option. For example, your Marketing and Accounting Departments could compete to have the greatest community impact.

Not sure which format is right for you? Reach out for more information!

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2. Personalize your page

Add a photo to your drive page. Use your company logo or group photo so that your page is identifiable. This photo will be cropped to a circle on our main fundraising page. Because of this, many groups find it convenient to use the logo image from their Facebook.

Customize the Story section to describe why your team has chosen to support Second Harvest. For convenience, the drive pages are pre-loaded with catchy fundraising language.

3. Set your timeline and goal

The most effective drives run 2-3 weeks. Share your timeline with your team and send reminders throughout the drive.

Need a starting point for a goal? Our fund drive marketing messaging includes \$10 = 25 meals, so multiply the number of people in your group by 10 to find an average engagement amount. Adjust your goal from there at your discretion. Create incentives for your team to reach your goal and communicate your progress to your team throughout the drive!



4. Spread the word



Copy the URL for your page and email it to your personal and professional networks. Post it on social media using links on the top right side of the fund drive webpage.

Donations are easy and can be made in just a few clicks! With a built-in goal tracker, you and your supporters will be able to see how close you are to achieving your fundraising goal!

Fund Drive Marketing Toolkit



This toolkit makes it easy to let your friends, colleagues and community connections know that you are hosting a drive. It includes posters, social media graphics, talking points and local hunger statistics that will assist you in telling the story of the work Second Harvest does, and your connection to our mission of ending hunger in southwest Wisconsin.



Engagement Ideas

These are just a few suggestions to amplify the giving associated with your drive! Get creative and find ways to generate excitement that appeal to your group!

GAME OR TOURNAMENT

Host a bingo night or cornhole tournament with a suggested donation for each entry!

COOKOFF

Turn your yearly Chili Cookoff or Barbeque Showdown into a fundraiser, asking for donations to submit an entry and to judge the participants.

SILENT AUCTION

Does your team love prizes? Host a silent auction with proceeds benefitting your fund drive.

TALK ABOUT IT

Mention your drive in your company newsletter or on a neighborhood message board!



Additional Engagement Opportunities

Your engagement with Second Harvest Foodbank doesn't have to end with your drive! We have year-round opportunities to engage your team in our food justice work.

VOLUNTEER

We host volunteers in our Distribution Center 6 days per week! This is your chance to get hands-on with our work!

COMMUNITY EVENTS

Be on the lookout for community events that benefit Second Harvest Foodbank!

CAMPAIGN SUPPORT

Join one of [our annual campaigns](#): Adopt-A-Dairy Cow (June,) Hunger Action Month (September,) NBC15 Share Your Holidays (November/December.)

VOTE!

Ending hunger depends on an inclusive democracy that advances equity and addresses systemic oppression. Vote your voice in the upcoming election.

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