



Virtual Food Drive Toolkit

For the Food Bank of Central Louisiana



About the Food Bank & Virtual Food Drives

The Food Bank of Central Louisiana is a nonprofit organization whose mission is to alleviate hunger in Central Louisiana. We distribute food and grocery products to neighbors through a network of approved charitable agencies in eleven parishes: Allen, Avoyelles, Catahoula, Concordia, Grant, LaSalle, Natchitoches, Rapides, Sabine, Vernon and Winn.

Virtual Food Drives allow individuals and groups of all kinds to raise money through an online food drive. It's a very efficient way to maximize your fundraising efforts. **It's also easy and fun!** Start one with your co-workers at the office, as a family project or with a group of friends as passionate about our cause as you are.



Why & How it Works

Three Reasons to Host a Virtual Food Drive Instead of a Traditional Food Drive:

1. **Unhealthy Food Donations** – Some of the food donations that we receive from food drives are either damaged, unhealthy or expired.
2. **Labor Intensive** – It takes hundreds of volunteer hours each month to sort through the food that comes through food drives. Alternatively, we can use the volunteer hours more efficiently.
3. **Better Buying Power** – We work with many corporations and local farmers to get the best deals to purchase healthy, nutritious food.

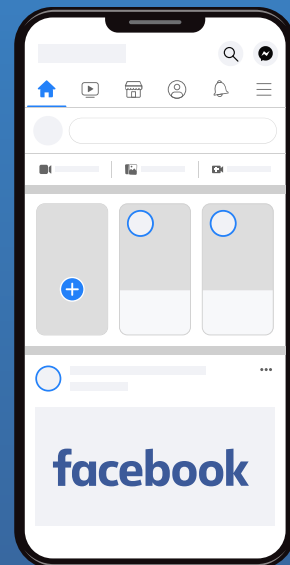
How it Works

The funds raised in a Virtual Food Drive will be used to purchase healthy and nutritious food for our neighbors.

Maybe you're having a birthday or wedding and would like your guests to donate in lieu of gifts. You can use a **Virtual Food Drive** to encourage donations to the Food Bank of Central Louisiana.



Tips to Promote Your Virtual Food Drive



- Utilize the [social media graphics provided in the toolkit](#) and share it widely! Be sure to tag us on:
 - **Facebook:** @Food Bank of Central Louisiana
 - **Twitter:** @CenlaFoodBank
 - Use the hashtag **#FBCenLAVFD**
- **Make a self donation:** Be the champion of your own virtual food drive and make the first donation! Your friends and family are more likely to give if you gave first.
- **Share your story:** Let everyone know why supporting FBCenLA is important to you.
- **Send emails:** This is another way to reach your friends, family, and even colleagues. [Click here to use our email template.](#)
- **Offline donations:** If you encounter someone who prefers to donate with a cheque, you can ask them to send the cheque to the following address. Be sure to ask them to include a note that they are supporting your virtual food drive, so their donation can be added to your page.
 - **3223 Baldwin Ave, Alexandria, LA 71301**
 - **Include the fundraiser's full name on a note**



How to Use Social Media Graphics

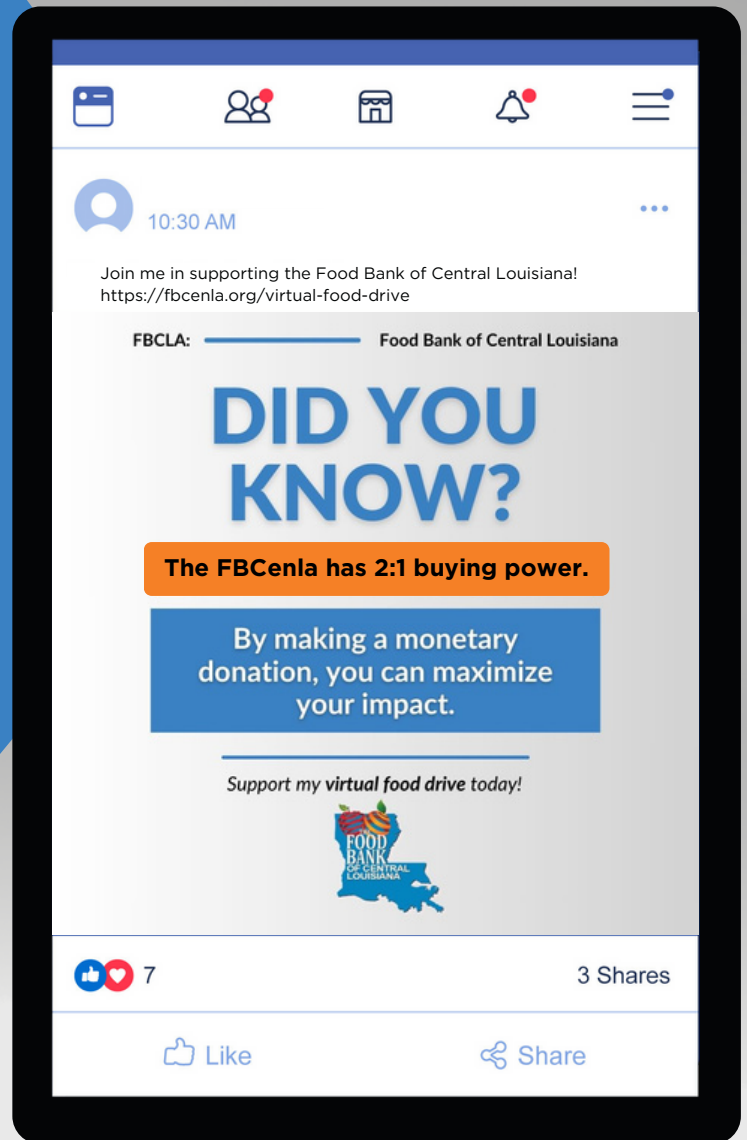
In each folder, you will find social media graphics that have been resized for each social media platform. We want to make the fundraising process **easy for you** so we created the graphics to get you started; however, feel free to create your own!

For the Instagram Stories graphics, we encourage you to post it on your **Stories** and add an url to make it easy for your followers to get to your virtual food drive.



Did you know that the FBCenla has 2:1 buying power?

Thanks to our industry relationships and partners, we are often provided the opportunity to purchase nutritious food in bulk with a deep discount or sometimes even free! Because of this, we can maximize your impact — and this is why your monetary donation is so important to us.



Thank You

Thank you, sincerely,
for supporting your
neighbors in Central
Louisiana by helping
us provide healthy,
nutritious food!