

# How to Host a Drive



## **CONTACTS:**

### **VIRTUAL DRIVES**

ALEXIS BARBALACE  
Annual Giving Officer  
[abarbalace@lcfbank.org](mailto:abarbalace@lcfbank.org)

### **FOOD DRIVES**

MARK MCGILVERY  
Food Resource Manager  
[mmcgilvery@lcfbank.org](mailto:mmcgilvery@lcfbank.org)

# STEP ONE: PLAN YOUR DRIVE

## Decide on your drive type.

Fill out our registration form at:  
[lowcountryfoodbank.org/givefood](http://lowcountryfoodbank.org/givefood)

One of our dedicated drive builders will be assigned to you and will help you create a diverse, and impactful drive to promote participation and engagement.

- **Virtual Drive:** \$1 can help provide 6 meals. This is the most impactful way to help LCFB procure fresh and nutritious food for our community. Create an individual or team page on our online fundraising platform:  
<http://lcfb.everdayhero.do>
- **Collect In Person:** Collect healthy non-perishable items and funds at a designated location.
- **Mix and Match:** Create a Virtual Drive and collect donations in person.
- **Optional:** Volunteer to see how your donations make an impact in our community.

## Create a timeline and goals

### Set a date.

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

### Set goals.

Promote stronger engagement from participants by creating a goal and updating everyone on their progress.

**How to calculate a goal:** We suggest calculating a 75% participation scale.

*Example: Your company has 100 employees. If 75% participated with an average gift of \$25 your goal would be \$1,875.*

My drive type is:

- ☐ Virtual Drive
- ☐ Collecting in Person
- ☐ Mix and Match

My drive dates are:

\_\_\_\_\_ to \_\_\_\_\_.

My goal is: \_\_\_\_\_.

**Pro-Tip:** Reach your goal too early? No problem, you can always increase it! Don't forget to let participants know about the new challenge.

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*Pro-Tip:* Share Lowcountry Food Bank's hunger statistics and explain why it is important to help those in our community who struggle with hunger.

*Do you know?*



The food insecurity rate in the 10 coastal counties is 14.8%



1 in 5 children is food insecure



50% of our food insecure community have an annual income of \$10,000 or less

## STEP TWO: PROMOTE AND ENGAGE

### CREATE A BUZZ.

Let friends, family and co-workers know you are collecting donations for the Lowcountry Food Bank to help those in our community who struggle with hunger.

- Email friends, family and colleagues to ask supporters to get involved. *See the easy copy-and-paste templates on page 4*
- Post on social media your personalized link or drop off locations. *See the easy copy-and-paste templates on page 4*
- Word of Mouth: Talk with neighbors, friends and family, telling them why you have chosen to join the fight against hunger. Share our current statistics on hunger in our community.

**Challenge:** Ask 10 or more people to support your drive.

### ENGAGEMENT IDEAS:

Get more participants involved by offering incentives for participation.

- Host a friendly competition among participants and offer an incentive prize to the winner or winning team.
  - o *The Lowcountry Food Bank offers a thank you t-shirt to and participant who donates or fundraises more than \$100. Contact our Virtual Drive manager today.*
- Offer Incentives
  - o *Create easy events for participants to engage in: dress down days, raffles for a free lunch or the closest parking spot at work.*
- Create a theme for your drive to streamline donations and engage teammates and donors.
  - o *Examples: "Meat the Need," "Tons of Tuna" or "Spread the Love."*

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# STEP THREE: COLLECT

Once you have decided on your drive type, collect, collect, collect!

## Virtual Drive

When you host a virtual food drive, you are helping provide nutritious, perishable food items for those in our community who struggle with hunger.

Create an individual or team page on our online fundraising platform: [lcfb.everdayhero.do](https://lcfb.everdayhero.do)

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

Want to use your drive to team-build among participants? Contact our virtual drive manager to create your custom page with a *friendly competition*.



\$1 helps create 6 meals  
1.2 pounds creates 1 meal

## Collecting in Person

Collect healthy non-perishable items at a designated and highly visible location using a sturdy box. If you need supplies, the Lowcountry Food Bank has boxes you can use to collect your donations. Each box can hold up to 75 cans!

Make sure to choose an area that receives a lot of traffic, and publicize the location of your collection box. Designate who is in charge of collecting monetary donations.

Encourage participants to select nutritious food for children, seniors and families in our community.

*Not sure what to donate?* Check out page 4 for healthy and nutritious options

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# VIRTUAL DRIVE TIPS AND TRICKS



Utilize LCFB's fundraising guide, email and social media templates.



Use your online virtual drive page tools to customize your page.



Stay informed and tell your supporters why you are collecting for the Lowcountry Food Bank.

*Check out LCFB's website and social media pages for hunger statistics in our community.*



Share your virtual drive link on your social media profiles and email signature. Don't forget to tag us! @lcfoodbank



Who should you ask for support?

Coworkers, peers, family, friends, social media contacts, teachers, your mail delivery person and more!

## FOOD: WHAT TO DONATE

Donate nutritious and healthy non-perishable foods YOU would eat! Our food drive boxes have a list of much needed items our food-insecure community would love to receive.

Pro Tip: Don't forget to ask for an envelope to collect monetary donations in for those who forget to bring in cans!

DO DONATE:	DO NOT DONATE:
<b>Donate non-perishable foods YOU would eat</b>	<b>Food without labels</b>
Canned proteins, fruits in 100% fruit juice, low-sodium vegetables	Open or partial products (However, diapers are always needed)
Hygiene and baby products	Avoid glass containers if possible

*Download our "Most Needed Items" poster and share with your participants at [lowcountryfoodbank.org/givefood](https://lowcountryfoodbank.org/givefood)*

# OUTREACH TEMPLATES

Share your passion to help feed children, seniors and families in the Lowcountry who struggle with hunger. Use our easy copy-and-paste templates to reach out to co-workers, family, friends and more.

## Virtual drive

### Email template:

Hi [INSERT NAME],

I have joined the Lowcountry Food Bank in the fight against hunger. Do you know 1 in 5 children go to bed hungry in coastal SC? Just \$1 can help provide 6 meals to those in our community who struggle with food insecurity.

Please consider donating to my virtual drive to help provide nutritious meals to children, seniors and families in the 10 coastal counties of South Carolina. To donate, simply click the link to my virtual drive page: [INSERT LINK].

Please consider sharing my link with your coworkers, family and friends to help feed our community.

Thank you for joining me and the Lowcountry Food Bank in the fight against hunger!

[INSERT YOUR NAME]

### Social media template:

Do you know 1 in 5 children go to bed hungry? Please consider donating to my virtual drive and join me and the @lcfoodbank in the fight against hunger. Visit my virtual drive page at: [INSERT LINK].

## Fund and/or Food Drive

### Email template:

Hi [INSERT NAME],

I have joined the Lowcountry Food Bank in the fight against hunger. Do you know 1 in 5 children go to bed hungry in coastal SC? Please consider donating healthy non-perishable food items to my food drive. The Lowcountry Food Bank asks for nutritious, shelf-stable foods like whole grains, canned meat or low-sodium beans. The collection boxes are located at [INSERT ADDRESS], and the drive will continue until [INSERT DATE]. You can also show your support by mailing a check to:

Lowcountry Food Bank  
2864 Azalea Drive  
Charleston, SC 29405  
*Memo: Food Drives*

Thank you for joining me and the Lowcountry Food Bank in the fight against hunger!

[INSERT YOUR NAME]

### Social media template:

Do you know 1 in 5 children is food insecure? Please consider donating to my food drive to help @lcfoodbank feed our community. Collection bins will be at [LOCATION] until [DATE].

**Pro-tip:** You can add a donate button to a Facebook post. Select "Support Nonprofit" and add Lowcountry Food Bank!

Don't forget to tag the Lowcountry Food Bank on social media or share our website URL:



@LowcountryFoodBank



@lcfoodbank



@lcfoodbank



[lowcountryfoodbank.org/givefood](http://lowcountryfoodbank.org/givefood)

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# STEP FOUR: WRAPPING IT UP

Once your drive is completed, drop off your donations at one of our three warehouse locations. Our hours of operation are 8:00a.m. - 3:30p.m.(Yemassee: 7:00a.m.-2:00p.m.) A representative will write you a receipt and you will receive a formal thank you letter from the Lowcountry Food Bank.

4716 Northgate Blvd  
Myrtle Beach, SC 29577  
843-448-0341

**Georgetown,  
Williamsburg and  
Horry counties**

2864 Azalea Drive  
Charleston, SC 29405  
843-747-8146

**Charleston,  
Dorchester and  
Berkely counties**

One Guess Drive  
Yemassee, SC 29945  
843-589-4118

**Beaufort, Jasper,  
Hampton and  
Colleton counties**

*If you collect more than 10 boxes of food and are unable to bring your donations in, please give advance notice to arrange a pick up. Please contact our food drive manager at [mmcgilvery@lcfbank.org](mailto:mmcgilvery@lcfbank.org)*

**THANK YOU** for helping the Lowcountry Food Bank lead the fight against hunger in the 10 coastal counties of South Carolina. We appreciate your support and value your participation to help feed those in our community who struggle with hunger.

For more information on how to operate your drive or get involved with LCFB, please email [abarbalace@lcfbank.org](mailto:abarbalace@lcfbank.org)

 [@LowcountryFoodBank](https://www.facebook.com/LowcountryFoodBank)

 [@lcfoodbank](https://www.instagram.com/lcfoodbank)

 [@lcfoodbank](https://twitter.com/lcfoodbank)

[www.lowcountryfoodbank.org/givefood](http://www.lowcountryfoodbank.org/givefood)