



# How to Host a Drive

WHICH DRIVE TYPE WORKS BEST FOR YOU?

## STEP ONE: PLAN YOUR DRIVE

### 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.*

**Pro-Tip:** Reach your goal too early? You can always increase it! Don't forget to let participants know about the new challenge.

My drive type is:

- ☐ Virtual Drive
- ☐ Collecting in Person
- ☐ Mix and Match - you can now select most needed food items online!

My drive dates are:

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

My goal is to raise/collect:

\_\_\_\_\_.

## STEP TWO: PROMOTE & ENGAGE

### ENGAGEMENT IDEAS:

Get more participants involved by offering incentives for participation.

- Make participant incentives: 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.

*Examples: "Meet the Need," "Tons of Tuna" or "Spread the Love."*

### CREATE A BUZZ

- Email friends, family and colleagues to ask supporters to get involved.
- Post on social media your personalized link or drop off locations.

**Pro-Tip:** Copy & paste templates are readily available on your fundraising home base after you create your fundraising page

### CONTACTS:



#### VIRTUAL DRIVES

KATRINA MACHADO  
Annual Giving Officer  
kmachado@lcfbank.org



#### FOOD DRIVES

MARK MCGILVER  
Food Resource Manager  
mmcgilver@lcfbank.org

# STEP THREE: FUNDRAISE & COLLECT

## Virtual Drive

Create an individual or team page on our online fundraising platform: [secure.qgiv.com/event/lcfbdrive/](https://secure.qgiv.com/event/lcfbdrive/)

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

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



Connect your fundraising page to your Facebook by selecting the setting on your fundraising dashboard

## Collecting in Person

- Collect healthy non-perishable items at a designated & highly visible location using a sturdy box.

Forgot cans? Select items on our website to purchase: [secure.qgiv.com/event/lcfbdrive/store/](https://secure.qgiv.com/event/lcfbdrive/store/)

## Most Needed Items



canned protein



low sodium vegetables



nut butters



fruit in 100% juice

Please do not donate glass jars or expired food

# STEP FOUR: WRAPPING IT UP

Once your drive is completed, a thank you letter will be sent.

If you would like to schedule a tour or check presentation, please reach out to Katrina Machado at [kmachado@lcfbank.org](mailto:kmachado@lcfbank.org)



Thank you for supporting Lowcountry Food Bank's mission to end hunger throughout the 10 coastal counties of South Carolina.

Drop off your donations at one of our three warehouse locations. Our hours of operation are 8:00a.m. - 3:30p.m.

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

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

One Guess Drive  
Yemassee, SC 29945  
843-589-4118  
(Hours: 7:00a.m.-2:00p.m.)

If you have a donation of 500 cans or more we can offer a pick up. Please contact Mark McGilvery at [mmcgilvery@lcfbank.org](mailto:mmcgilvery@lcfbank.org)