



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: "Meat 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

KENDALL PRIDE
Strategic Initiatives
Specialist
kpride@lcfbank.org

STEP THREE: FUNDRAISE & COLLECT

Virtual Drive

Create an individual or team page on our online fundraising platform: 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! @lcfbank



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

Collect Food In-Person

- Collect healthy non-perishable items at a designated & highly visible location. Make sure to use a sturdy box!

Forgot cans? Select items on our website to purchase: 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

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



Thank you for supporting Lowcountry Food Bank's mission to unite our community in pursuit of equitable, dignified, and consistent access to food.

If you have a donation of 500 cans or more, we can offer a pick up. Please contact Kendall Pride at kpride@lcfbank.org