



**Goodman**  
Community Center

Thank you for hosting a  
**Thanksgiving Virtual Food Drive!**

The Thanksgiving Basket program has been a tradition at the Goodman Community Center for 32 years, and if there is one thing we've learned, it's that **we can't do this without you.**

In the last few months, we've also learned that things will need to be done a little differently this year to ensure the safety of our volunteers, staff, donors and recipients. The safest way to give during this pandemic is to make financial donations, and your support will allow us to help families in need this holiday season.

**This is truly a community effort** – thank you for helping provide 4,000 families with all the groceries needed to prepare a home-cooked Thanksgiving meal.

#### **What is a virtual food drive?**

A virtual food drive is an opportunity for you, our generous community, to share why you're supporting the Goodman Center's Thanksgiving Baskets drive with your community – friends, family and coworkers. Through the virtual food drive, you'll spread the word and ask your community to make a financial donation to this great cause, and you'll show them how they can get involved, from a distance.

#### **What are the benefits of a virtual food drive?**

Raising financial donations is beneficial in two major ways: First, **it's the safest way to give** and puts both donors and Center volunteers and staff at the least amount of risk. Second, monetary gifts allow us to buy what's needed in bulk at reduced rates. We've negotiated with many local vendors to secure prices that are lower than what you might find in the store. **That means the gifts received through your virtual drive do even more to impact our community.**

#### **Who should host a virtual food drive?**

You! And anyone who wants to help the Goodman Center serve even more families this season. **Second Harvest has predicted there will be a 60% increase in food insecurity nationwide this fall.** We fully expect demand for our Thanksgiving Baskets to be higher than ever, so we'll need all hands on deck to be sure we can meet that demand.

#### **How do I host a virtual food drive?**

We've made it super easy for you! Just download our Virtual Food Drive Kit found at [goodmancenter.org/thanksgiving](http://goodmancenter.org/thanksgiving). It has all the materials you need to spread the word about your drive, as well as show your friends and family how to make a gift that gets credited to your drive.

#### **Questions?**

For more information about virtual food drives, contact Amie Hoag at [amie@goodmancenter.org](mailto:amie@goodmancenter.org) or 608-807-5181.

Read on for tips on how to spread the word about your virtual food drive!



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## Virtual Food Drive Tips

So you're ready to host a virtual food drive. Now what? Here are some tips for spreading the word to maximize your impact in your community.

### Where to share:

1. **Social Media.** Whether you use Facebook, Twitter or Instagram, social media is a great way to share this important drive with your friends and family.
2. **Email.** If you're not one for sharing on social media – and we know not everyone is – create an email list of friends and family who might be interested in helping their community.

### What to share:

1. We've created social media captions for the three big platforms – Facebook, Twitter and Instagram – as well as a handy email template. Share these just as they're written, tweak them or write something yourself. (Messages written by you will surely be the most effective!)
2. We've also created images that can be shared on any of these platforms or via email. The infographic about how to give will be particularly helpful in ensuring your virtual drive is credited with your friends' and family's gifts.
3. Links! Always be sure to link directly to the GCC website or donation page to make it easy for your friends and family to make a gift to your drive.
4. All of these materials can be found at [goodmancenter.org/thanksgiving](http://goodmancenter.org/thanksgiving).

### When to share:

1. **Start now!** It's never too early for us to start raising for this huge event, and the more funds we collect up front, the easier it is for us to know how much we're able to purchase.
2. **Spread the word in more than one message.** The way social media algorithms work, not everyone will see every one of your posts, and your posts are more likely to be seen if people like, comment on and share them.
3. **Right up to the week before Thanksgiving!** We'll be making last-minute purchases the week before we start packing bags, and last year, we even made purchases the weekend of basket pick-up. It's never too late to spread the word.

You can find everything you need to make your virtual food drive a success in our Virtual Food Drive Kit at [goodmancenter.org/thanksgiving](http://goodmancenter.org/thanksgiving).

Thank you for helping us help some very grateful neighbors!  
**Because of you, 4,000 families in Dane County will have everything they need to cook a full Thanksgiving meal at home.**