

# Virtual Hunger Walk Best Practices



Every year on Memorial Day the Freestore Foodbank hosts a fundraiser to benefit our partners. Each partner can create a team and have their supporters sign up for the virtual Hunger Walk. The registration fee and all donations are given back to the partner to help feed people in their neighborhood.

With the COVID-19 pandemic, we have made the decision to make this year's Hunger Walk a virtual event. Freestore Foodbank will continue to do as much as we can to encourage our community members to donate towards the Hunger Walk and to our Community Partners.

## Tips on how to create a successful team for your agency

1. Create a culture behind the Hunger Walk; focus heavily on previous supporters and ask them to help spread the word.
2. Make it a fun event for your supporters, like having a Zoom walk.
3. Invite and encourage every neighbor, volunteer, and congregation member.
4. Encourage each person that registers to also email at least 5 friends or family members to ask them to sign up.
5. Ask your local drive through and carry out restaurants if they will post a sign in a location that is visible to the public. Include contact information so people can call with questions.
6. Hang up flyers around your neighborhood, there are more people walking around now than ever.
7. If you are part of a congregation ask them to send out the information in the church email distributions.
8. Post on social media **A LOT** and share Freestore Foodbanks posts!
9. If you are fundraising for something specific let people know where their money is going. "Would you like to donate for this event for our agency, all of the proceeds will go towards purchasing a new freezer so we can feed more people."
10. Make it fun!
  - Have contests around how many extra participants your supporters get signed up.
  - Hold a raffle where participants get to put their name in each time they sign someone up. The more people they sign up, the more chances they have to win.
11. Reach out to:
  - Other businesses in your area and see if they will promote the event to their employees and guests
  - Schools, resource coordinators are a great contact
  - Your neighbors