

How to start your online fundraising page

Go to: <https://www.firstgiving.com/event/87608/virtual-food-drive>

1. Select "Fundraise"

Virtual Food Drive

Our Neighbors' Table's priority during the COVID-19 pandemic continues to be ensuring people have consistent, reliable access to food.

ONT provides fresh, wholesome groceries with kindness and dignity to food insecure individuals and families in northeastern Essex County. Due to COVID-19, ONT has shifted to an exclusively curbside pick-up model to ensure they can continue to provide food to the 4,500 neighbors that count on them year-round, and the new neighbors who are now struggling to feed their families in the midst of this crisis.

During these unprecedented times, ONT is trying to minimize the risk of exposure to COVID-19 and is not currently accepting in-person donations of food. **But you can still help the thousands of neighbors facing food insecurity by starting a virtual food drive!** When ONT surveyed their guests, they said their most needed items are fresh produce, dairy, eggs, and meat. Those items cannot be donated safely during a traditional food drive. But you have the ability to help stock ONT's Markets with these items during your virtual food drive!

"Purchase" these much needed items by making a donation. **And to make an even bigger impact - ONT is able to turn every dollar donated into 1 whole meal, so your virtual food drive "purchase" will help provide more fresh, wholesome food than if you had bought it at the store.** Thank you for making a difference in the lives of our neighbors during this challenging time!

Proceeds from gifts made through the Virtual Food Drive go toward the programs and efforts of Our Neighbors' Table where they are needed most, in an effort to most effectively fulfill our mission to end hunger in our region. Please contact Melanie at Our Neighbors' Table for questions and comments.

\$0 raised
Benefiting OUR NEIGHBORS TABLE

Donate

Fundraise

Wednesday April 15, 2020 - Monday June 15, 2020

Melanie Bouchard (978) 388-1907
melanie@ourneighborstable.org

Our Neighbors' Table
PO Box 592, Amesbury, MA 01913

2. Enter your contact information, including address. Ignore that it says "Billing Address," you will not be charged unless you opt to make the first donation to your campaign in a later step. Click "Next."

FirstGiving

Your FirstGiving account

Email address
name@example.com

Name
First Last

Billing address
Address line 1
City State ZIP code
United States

Choose a password
Password
Retype your password
Retype password

By continuing, you agree to FirstGiving's [terms and conditions](#)

Sign in with email

Login with Facebook

Next

Virtual Food Drive

When
4/15/2020

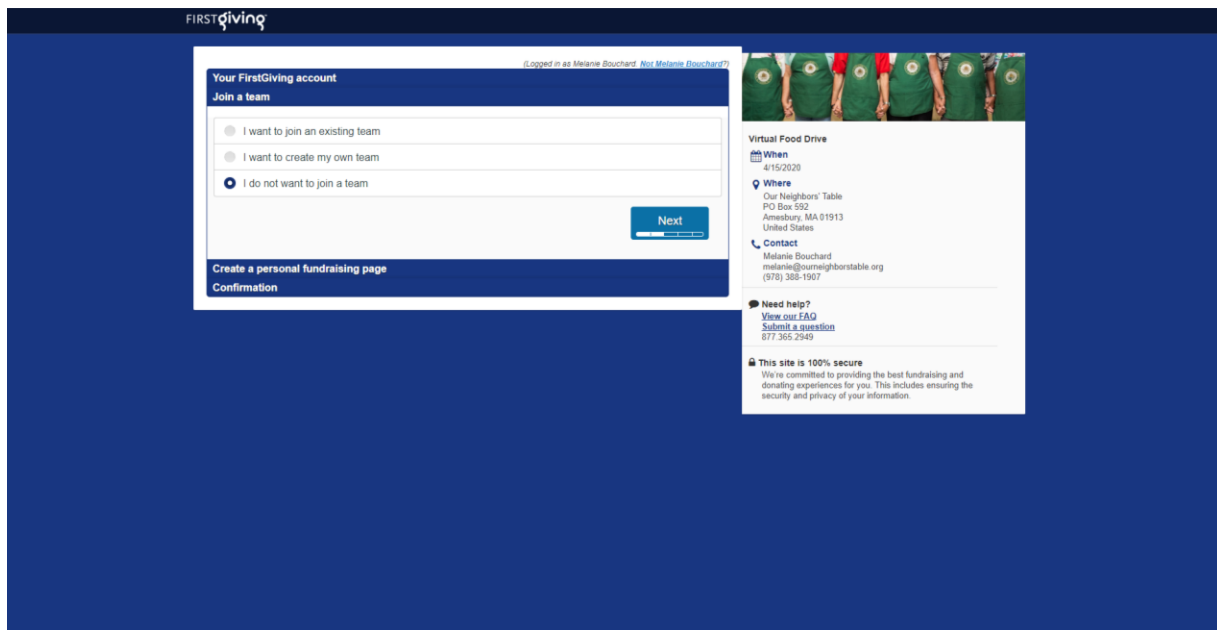
Where
Our Neighbors' Table
PO Box 592
Amesbury, MA 01913
United States

Contact
Melanie Bouchard
melanie@ourneighborstable.org
(978) 388-1907

Need help?
[View our FAQ](#)
[Submit a question](#)
877-365-2489

This site is 100% secure
We're committed to providing the best fundraising and donating experiences for you. This includes ensuring the security and privacy of your information.

3. Here is where you'll select whether you'd like to fundraise as an individual, as part of a team, or create a team.
 - a. If you would like to join an EXISTING team, select "I want to join an existing team" and click "Next."
 - b. If you would like to CREATE a team for individuals to join, select "I want to create my own team" and click "Next."
 - c. If you are fundraising individually, select "I do not want to join a team" and then click "Next."



The screenshot shows the 'Your FirstGiving account' setup page. The user is logged in as Melanie Bouchard. The page is titled 'Join a team' and has three radio button options: 'I want to join an existing team', 'I want to create my own team', and 'I do not want to join a team'. The third option is selected. A 'Next' button is visible. Below the options, there are links for 'Create a personal fundraising page' and 'Confirmation'. On the right side, there is a section for 'Virtual Food Drive' with details: 'When: 4/15/2020', 'Where: Our Neighbors' Table, PO Box 592, Amesbury, MA 01913, United States', and 'Contact: Melanie Bouchard, melanie@ournighborsstable.org, (978) 368-1907'. There is also a 'Need help?' section with links to 'View our FAQ' and 'Submit a question', and a '100% secure' notice.

4. Customize your page! Upload a photo of yourself and include a message to your donors.
 - a. "Your story" is what donors will see when they go to donate to you. Tell them why you chose to host a virtual food drive and why you are inspired by Our Neighbors' Table. See the message template below!
 - b. This is also where you will fill in your fundraising goal.
 - c. If you would like to make the first donation to your page, check the box that says "Make first donation to your page"

Message Template for your Virtual Food Drive Page

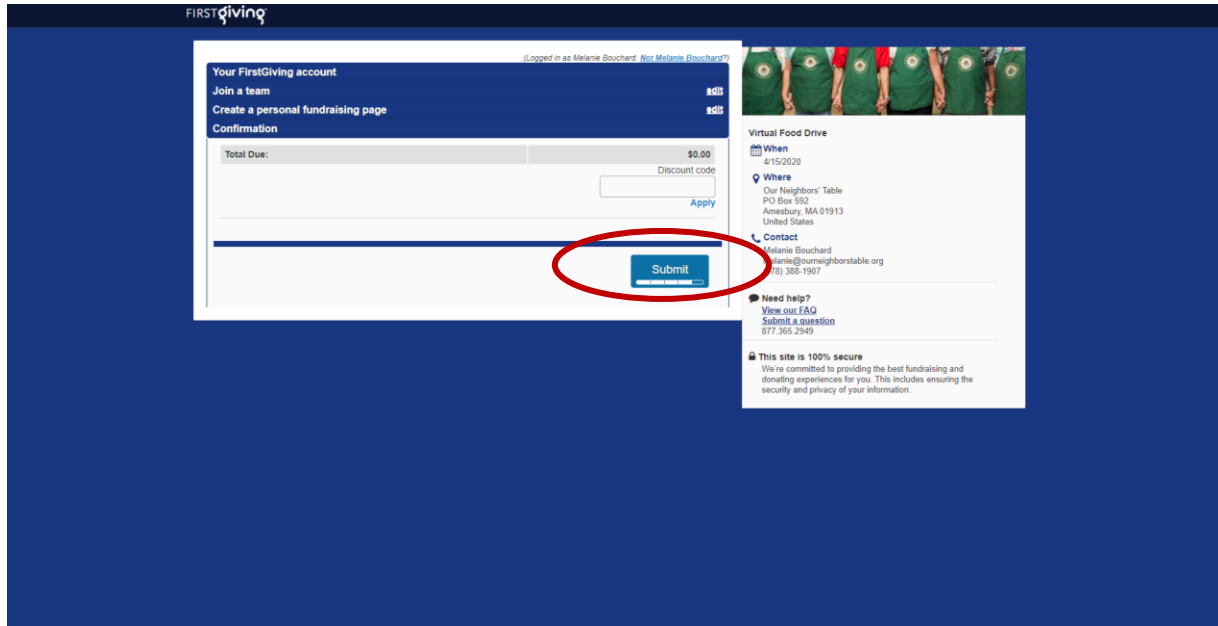
“Our Neighbors' Table's priority during the COVID-19 pandemic continues to be ensuring people have consistent, reliable access to food. ONT provides fresh, wholesome groceries with kindness and dignity to food insecure individuals and families in northeastern Essex County. Due to COVID-19, ONT has shifted to an exclusively curbside pick-up model to ensure they can continue to provide food to the 4,500 neighbors that count on them year-round, and the new neighbors who are now struggling to feed their families in the midst of this crisis.

During these unprecedented times, ONT is trying to minimize the risk of exposure to COVID-19 and is not currently accepting in-person donations of food. But you can still help the thousands of neighbors facing food insecurity by supporting my virtual food drive! When ONT surveyed their guests, they said their most needed items are fresh produce, dairy, eggs, and meat. Those items cannot be donated safely during a traditional food drive. But you have the ability to help stock ONT's Markets with these items through my virtual food drive!

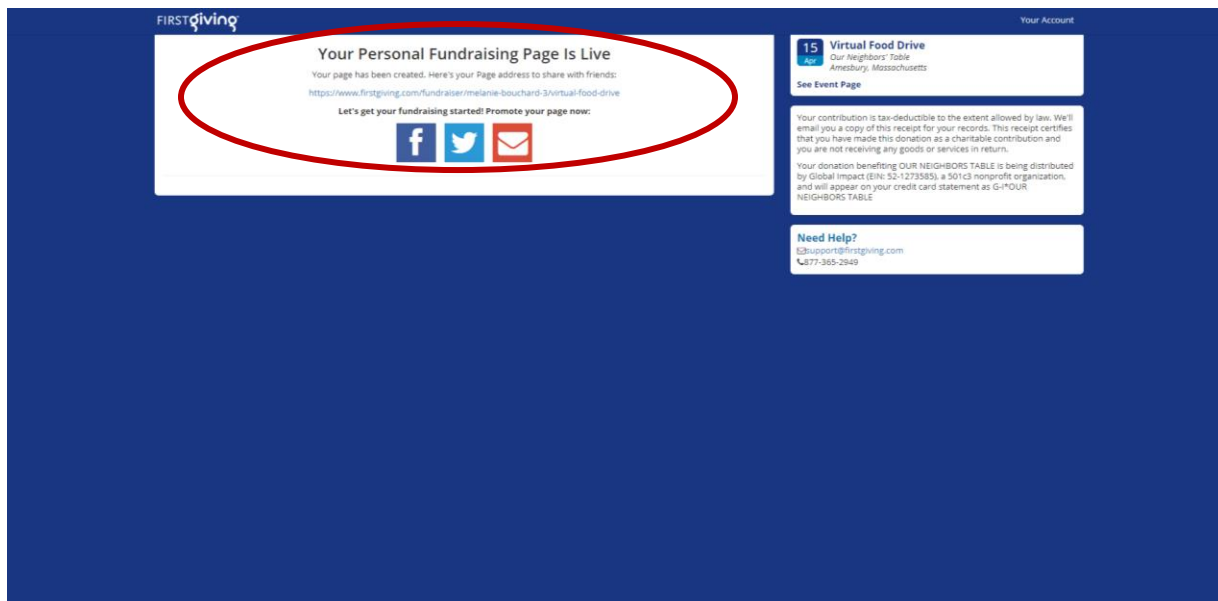
You can "purchase" these much-needed items by making a donation. And to make an even bigger impact - ONT is able to turn every dollar donated into 1 whole meal, so your virtual food drive "purchase" will help provide more fresh, wholesome food than if you had bought it at the store. Thank you for making a difference in the lives of our neighbors during this challenging time!”

The image shows a screenshot of a fundraising page creation interface. The page is titled "Join a team" and "Create a personal fundraising page". The "Page title" is "Melanie Bouchard's Page". Below the title, there is a section for "Select an image or upload your own" with a grid of food-related icons and an "Upload new photo..." button. The "Your story" section contains the text: "Thank you for visiting my fundraising page! Donating through this website is simple, fast and totally secure. It is also the most efficient way to support my fundraising efforts. Many thanks for your support – and don't forget to forward this to anyone who you think might want to donate too!". Below the story, there is a "Path" field with the value "p", a "How much do you plan to raise?" field with the value "\$ 0.00", and a "Best Practice" section with a checkbox labeled "Make first donation to your page". A "Next" button is visible at the bottom right. On the right side of the screenshot, there is a preview of the fundraising page titled "Virtual Food Drive" with details: "When: 4/15/2020", "Where: Our Neighbors' Table, PO Box 592, Amesbury, MA 01913, United States", "Contact: Melanie Bouchard, melanie@ourneighborstable.org, (978) 368-1507", "Need help? View our FAQ, Submit a question, 877.365.2949", and "This site is 100% secure" with a brief explanation of security measures.

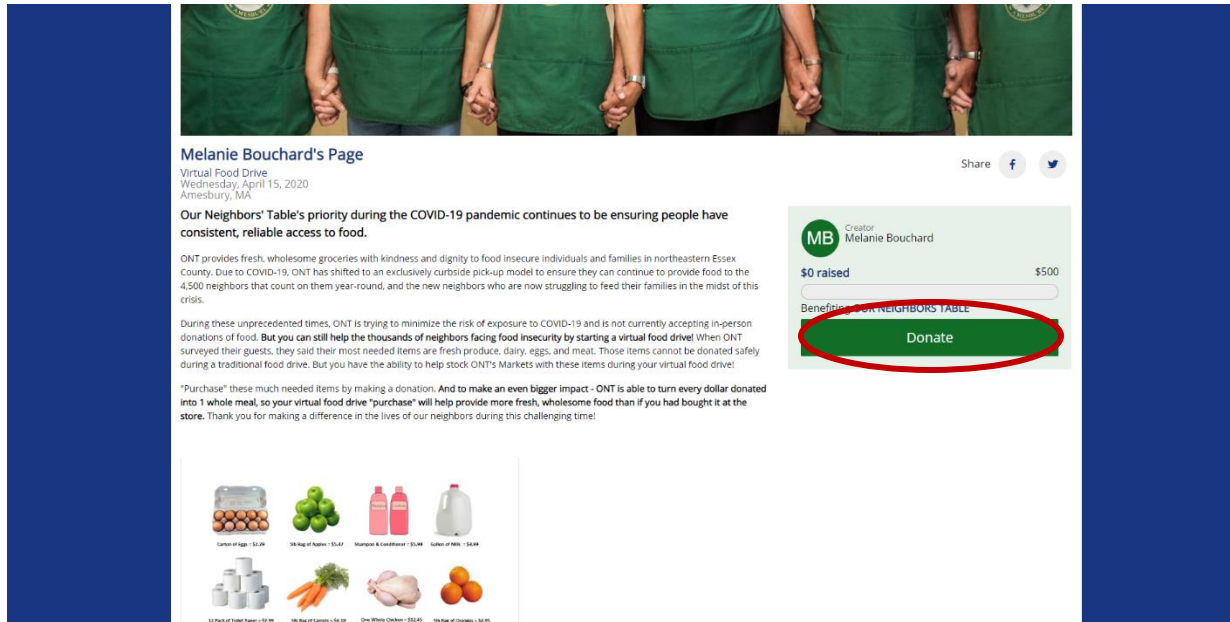
5. Click "Submit" to finish the process of setting up your page. There is no amount due unless you have opted into making the first donation to your page.



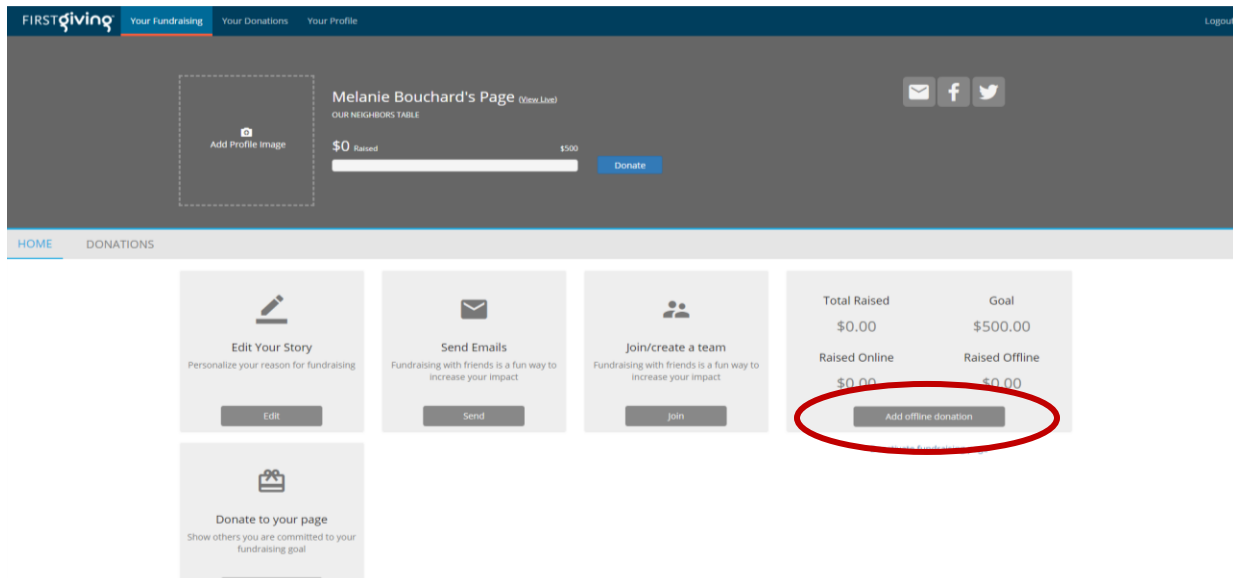
6. You will have a personalized link to your fundraising page that you can share with friends and family so they can donate directly to your virtual food drive!



7. Your page is live! You can track your goal progress on the right. Donors can click directly on the "Donate" button to contribute to your fundraising efforts.



8. After your page is created, you can sign in to your account to edit your story and send emails directly from FirstGiving. You can also add offline donations (cash or check donations) so that any cash or checks you receive can be added to your fundraising total.



Questions? Reach out to Melanie Bouchard at (978) 388-1907 x21 or at melanie@ourneighborstable.org. Good luck! Thank you for taking the first step to provide meals to our neighbors!