How to start your online fundraising page

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

1. Select “Fundraise”

![Virtual Food Drive]

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 Contact 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.”

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!”
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!