Setting Up Your Holiday Food & Fund Drive Campaign

Holiday Food & Fund Drive 2026/27

Help Second Harvest Food Bank Santa Cruz County continue to fill the gap and feed hope by providing healthy food during current challenges and beyond.

Our Mission

We commit to building a thriving community where everyone has nutritious food and essential services to support their health and well-being.

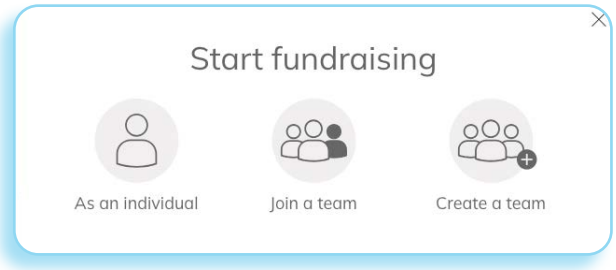
The Power of Your Donations

Every $10 donation allows us to purchase 30 healthy meals for our neighbors in need!

Create Your Fundraising Team Page

1. **Click here** to open our Holiday Food & Fund Drive campaign in your browser.

2. Click **Create or Join a Fundraising Team**



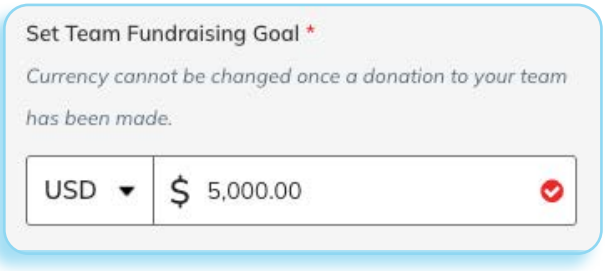
- Click **Create a Team** If you plan to recruit coworkers, friends or family, or to create fundraising pages, create a team so you can fund raise together.

You can also:

- Start fundraising **As an individua**l Sign up to fund raise on your own for the Holiday Food & Fund Drive.
- **Join a Team** If your business, school, or other group has already created a team, join them to make an even greater impact.

3. Create your Team Name.

4. **Set Your Team Fundraising Goal** There is a preset goal, but you can adjust it to what's right for you and edit it at any time. Here are some ideas of how the money you raise will impact our mission.
    - $5,000 = 15,000 healthy meals
    - $10,000 = 30,000 healthy meals



3. **Add Your Team Page Headline** Share a short blurb about why you are fundraising for Second Harvest.

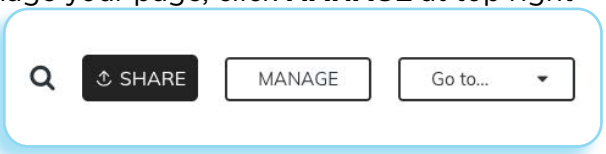
4. **Set a Short URL** This allows you to easily share your page with your coworkers, friends and family.

5. **Click Create Team**

6. **Choose a Team Photo** Make your page more personalized and recognizable for your friends and family. You can use our preset ornaments, your company logo or change it at any time.

7. **Team Created!** 🎉

To manage your page, click **MANAGE** at top right



Tell Your Fundraising Story

People love giving to people they know. Adding personal touches to your fundraising page, like why you're fundraising, your connection to Second Harvest Food Bank, or personal photos and stories, helps your coworkers, friends and family connect more with our mission. Your supporters will feel more compelled to give because they understand your unique relationship to our mission and what our organization means to you. So don't forget to personalize your page to reflect your reason for fundraising and share updates as your progress grows.

Pro Tip Be the first to donate to your fundraising page to show how dedicated you are to the mission. You're bubbling up your progress bar and removing any fear of donors being the first to "join the party."

Key Messages

Here are key messages that can help you get started with your outreach.

- We're making a difference! We are participating in the annual Second Harvest Holiday Food & Fund Drive.
- We support Second Harvest – you can too!

Spread the Word

You're on your way to fundraising success. Now spread the word to take strides toward your goal. We suggest starting by creating a list of people you plan to reach out to.

1. **Start with Your Closest Inner Circle** This is a great group to target for your first few donations, as they are more likely to respond to your personal outreach. It's always nice to get some quick wins in the beginning.

2. **Cast a Wider Net** Don't be afraid to look beyond your immediate connections and expand your list. Some people in your wider network may have a personal connection to Second Harvest, and it could spark some great conversations on top of a donation towards your goal.

Email

Email is one of the easiest and most effective ways to fund raise. This should be the first place you start in your outreach strategy.

Pro Tip Keep your message clear, direct, and timely. Don't be afraid to add some visual and personal elements to catch donors' attention and inspire immediate action.

Social Media

In addition to email, use social media to bolster your communication outreach. This is a great way to reach people who fall outside of your inner circle. To make this even easier, take advantage of the built-in social sharing options on your fundraising page.

Pro Tip All social channels are good social channels. Your network on Facebook will be vastly different from your network on LinkedIn, but each offers its own unique value. Don't be shy about promoting your campaign across all of them to spread the word.

Thank You

It's critical to thank every one of your donors. Your success wouldn't have been possible without them! Send a personalized email or thank you note, acknowledge them directly on your fundraising page by leaving a comment, or give them a shout out on social media.

Pro Tip Don't underestimate the power of an old-fashioned handwritten card! It only takes a few minutes to do and can make an incredible impact on those you send it to.

Questions?

- To learn more about editing your fundraising page, please visit GoFundMe Pro's help article.
- For assistance, email tina@thefoodbank.org or christy@thefoodbank.org

Proudly supported by

Second Harvest Food Bank Santa Cruz County

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