

# Getting started with Virtual Food Drives (VFDs)

## HOW TO REGISTER FOR A VFD

**1. Follow the registration link below to set up your VFD page.**

- **Visit:** <https://bcvfd.foodbank.bc.ca/register>

**2. Select a Food Bank to Support**

- Choose the food bank you are supporting from the BC map or dropdown list.

**3. Enter registration information**

- **REQUIRED:** Email, Password, First/Last Name, User Type\*
- *\*If selecting Organization for User Type, please enter the name*

**4. Select registration type:**

- **Individual:** recommended for individuals or informal fundraising events (such as birthdays, weddings, etc.)
- **Organization:** recommended for corporate or community group fundraisers (such as workplaces, schools, clubs, etc.)
- **Create a Team:** choose if you are a member food bank or larger organization with multiple departments and/or locations.
- **Join Team:** choose if you are supporting an existing Team fundraiser as a team member.

**5. Enter fundraiser information**

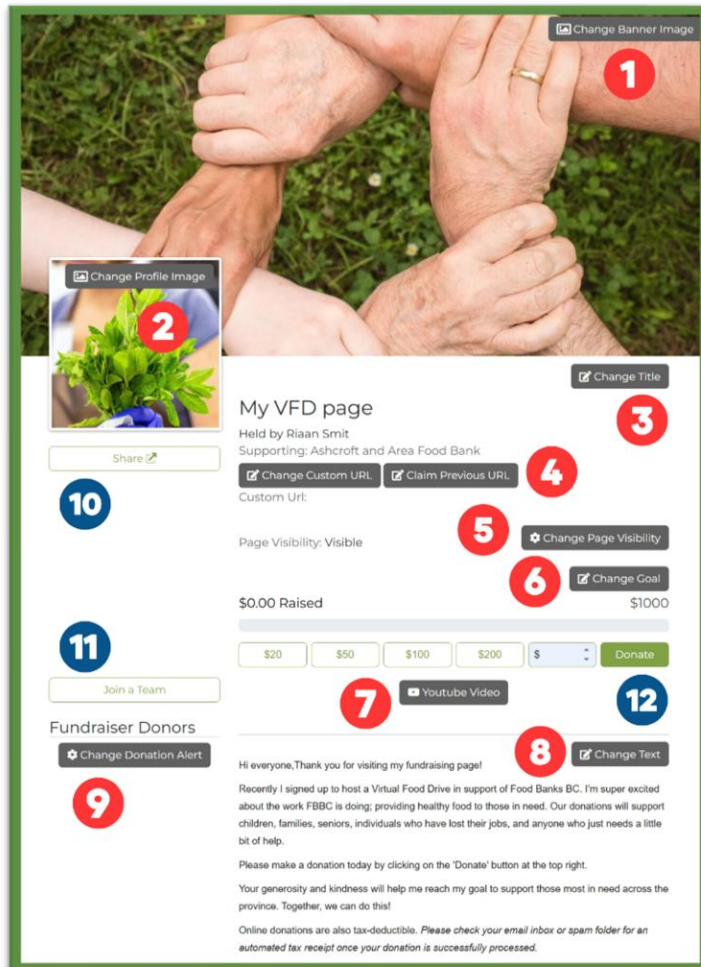
- **REQUIRED:** Fundraiser Title and Fundraising Goal.
- **OPTIONAL:** Address, Phone, 'Contact Options', and 'Search and Display Options'.

**6. Click the **Register** button and you're done!**

### Next Steps for your VFD

- Consider making the first donation to your fundraiser and set the tone for your peers!
- Click on the **Set-up Your Page** button. (see pg. 2)
- **Tips for promoting your page?**
  - Share on with your network! Use social media, email, and word-of-mouth!
  - Create and put up posters with a QR link to your VFD!
  - Visit our [Fundraising Resources](#) and [Promotional Tools](#) pages for infographics, poster templates, and tips for crafting your messages and posts!

## HOW TO CUSTOMIZE YOUR VFD PAGE



### 1. **Banner Image**

Click on **'Change Banner Image'** to upload a new banner image for your page.

### 2. **Profile Image**

Click on **'Change Profile Image'** to upload a new profile image for your page.

### 3. **Fundraiser Name**

Click on **'Change Title'** to change the name of your VFD fundraiser page.

### 4. **Custom URL**

Click on **'Change Custom URL'** to create a customized URL link to your VFD page.

### 5. **Page Visibility**

Click on **'Change Page Visibility'** to toggle between *Visible* or *Hidden* status for your page (hide your VFD from public view until you are ready to launch your

campaign!).

### 6. **Fundraising Goal**

Click on **'Change Goal'** to adjust your VFD fundraising goal (\*recommended if you are close to or already exceeded your original goal!)

### 7. **Link to YouTube**

Click on **'Youtube Video'** to embed a promotional video uploaded to YouTube on your VFD page.

### 8. **Page Description**

Click on **'Change Text'** to update your page's description. Click on **'Change Text'** to update your page's description. Tell your friends and peers why you are choosing to support the food bank, share details about an upcoming event connected to your VFD fundraiser, etc.

### **9. Donor Display**

Click on **'Change Donor Alert'** to show or hide your VFD's donor roll.

### **10. Share VFD Page**

Click on the **'Share'** button to share a link to your VFD page on social media, email, SMS, or more!

### **11. Join a Team**

Click **'Join a Team'** to register your VFD page as a member of a Team VFD page. Once joined, your page's success will contribute to your Team's overall goal.

### **12. Donate**

Click on the **'Donate'** button to make a donation to the food bank supported by your VFD! Being the first to donate is a great way to set the tone for others in your network!

## **NEED MORE HELP?**

### **Additional Resources**

Visit, our [FAQ](#) page for more information on how to make your BC VFD fundraiser a success!

### **Contact us**

For all VFD-related support, please contact our Digital Fundraising Officer, Andre Poitras ([andrep@foodbank.bc.ca](mailto:andrep@foodbank.bc.ca)).

For tax receipt and other donor-related enquiries, please contact our Food Banks BC finance department ([finance@foodbanksbc.com](mailto:finance@foodbanksbc.com))