**Virtual Food Drive**

To benefit the Pet Food Task Force

A Virtual Food Drive can be used regardless of COVID, as it consists of participants reaching out to their social networks, and asking people they are connected to to visit the wishlist of a participating organization, purchase a product online, and have it sent directly to the participating organization.

Good ways to get the word out:

Facebook has an “asking for help” feature that allows users to create a request for help that goes out to those on their friends list and if made public, can be seen and responded to by others who will then be able to be called upon in future efforts / or who may be interested in volunteering for the project they are donating to, in some other capacity.

LinkedIn is also a good source as it gets the word out to one’s professional contacts and those people the user has networked with.

People who are in community-serviced based clubs (an example is either Rotary Clubs or college community service programs) can send out appeals for Virtual Food Drives in their newsletters. Some fraternities and sororities are heavily focused on community service, so calling a Student Life department and asking to be listed as a community service partner and see how to go about posting an ad to students.

People can also ask their place of worship to advertise the Virtual Food Drive re newsletters or Facebook page of the place of worship.

Other groups which can email members and ask them to participate are community organizations like the Girl Scouts.

Participants who are putting out the appeal can do so in the spirit of the holiday season, or for their birthday or on behalf of a child’s birthday or other occasion such as Bar Mitzvahs, weddings, or quinceaneras, or high school or college graduations.

Doggy Day Cares, Dog Training places, and Veterinarian’s offices can send out an email or newsletter appeal or Facebook post asking clients to participate.

Some useful tools for newsletters or posts are the Pet Food Task Force flyer “Help Us Keep Their Bowls Full” (use a jpg version to post to social media; the PDF version is fine for just printing out), and any photos we may have of deliveries of food, photos related to food drives, pets we have helped, etc.

Information intended as an introduction to the Pet Food Task Force should accompany Virtual Food Drives and is available as a document/template from Lindsey Feldman (see contact info below).

Links participants can access in order to see organizations’ Wishlists are:

MSPCA (various locations)

<https://www.mspca.org/animal_care/wishlist/>

Merrimack River Feline Rescue Society:

<https://mrfrs.org/mrfrs-kitties-wish-list/>

PAWS

<https://pawswakefield.rescuegroups.org/info/display?PageID=5517>

HubCats

<http://hubcatschelsea.com/blog/?p=1932>

Dakin Humane Society

<https://www.dakinhumane.org/our-wish-list.html>

Cash donations can be sent to HubCats Chelsea or Here Today Adopted Tomorrow (until Jan 1 2021 when cash donations should be made out to [www.pawsitivepantry.org](http://www.pawsitivepantry.org)).

Please contact Lindsey Feldman (imbaswater@gmail.com), Pet Food Task Force Volunteer and District Leader for Humane Society of the United States, for further information, or Stacy LeBaron (stacy@mrfrs.org)

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