

Food Drive Planning Kit



Where to Start

Thank you for coordinating a drive to benefit our community! As need continues to grow, food drives are becoming an increasingly important way for us to provide for people in need. Here are some steps for a successful drive:

Set a Goal

How many potential contributors do you have? How much can you reasonably expect to collect from each donor? Will you collect food, cash, or both?

(Note: Please help us be good stewards of our resources by not requesting delivery and pick up of food drive barrels unless you are sure your drive will collect at least 500 pounds of food. For food drives generating less than 500 pounds, please use your own boxes to collect food and deliver your donations to Food Finders Food Bank. Saving Food Finders the delivery trip is equivalent to making an additional donation.)

Decide How to Collect the Food

When to use your own boxes:

Small to medium-sized boxes work well for small food drives. They aren't too heavy when full and can be decorated with wrapping paper or a food drive poster. Please use this option for any drive generating less than 500 pounds of food.

When to use food bank barrels:

If you plan to raise more than 500 pounds of food, Food Finders can deliver a large barrel(s) to your food drive site and pick them up at the end of the event. Please let us know in advance if you will need food picked up.

Food Finders Food Bank

Receiving Hours

Mon–Thurs

8:00 am - 12:00 pm

1:00 pm - 4:00 pm

50 Olympia Court

Lafayette, IN 47909



Planning Checklist

The Basics

- ❖ Gather a small group to help organize the drive.
- ❖ Decide if you will raise food, money, or both. Food Finders Food Bank values both contributions.
- ❖ Decide what type of drive you want to state: a party, a competition, etc.
- ❖ Set a reasonable goal.
- ❖ Agree on the drive length. Will it be one day, one week, or longer? We recommend two to three weeks.
- ❖ Choose the drive's location. Will it occur at one place or at several locations?
- ❖ Decide on a collection method: boxes or barrels?

Getting Everything Ready

- ❖ Register your food drive with Food Finders.
- ❖ Send out memos, phone messages, newsletters, and e-mails to promote the drive. Plan ways to keep up the momentum throughout the food drive.
- ❖ Consider arranging a Hunger Awareness Day at some point in your food drive.
- ❖ Acquire and decorate barrels or boxes for food collection.
- ❖ Place the barrels/boxes in convenient and visible areas. Arrange to store them during the drive.

During the Drive

- ❖ Update participants on the amount of food and funds you've collected through a sign in a high traffic area, announcements in meetings and newsletters, or e-mail.
- ❖ Send out creative messages to keep people excited about reaching goals.

When the Drive is Over

- ❖ If you are delivering the food to Food Finders Food Bank, coordinate volunteers to pack food properly at the end of the drive. Load and transport it to Food Finders Food Bank.
- ❖ Deliver your food to Food Finders Food Bank between 8 am to noon or 1 pm to 4 pm on Monday through Thursday, or make arrangements for pickup.
- ❖ Share the results with all participants. Send thank-you letters. Throw a party. Make awards to celebrate efforts. Food Finders appreciates the hard work of all our donors!

Get Excited!

Foster Competition

- ❖ Plan a healthy competition between departments, classrooms, or teams. Friendly competition adds energy to a drive and helps people remember to donate.
- ❖ Offer rewards to top donors: pizza parties, gift certificates, front-row parking for a month, etc. Let employees wear jeans to work each day they donate a canned good. Use creative titles to describe your events.
- ❖ Assign specific foods from the “Most-Wanted Foods” list to each team. Alternatively, give a prize groups that donate a well-balanced collection of foods.
- ❖ Encourage monetary donations. A dollar goes a long way to bring food to people in need. It's also easier to store, deliver, and count cash.

Use Your Creative Spirit

- ❖ Make colorful posters noting the specifics of your food drive. Include Food Finders Food Bank's list of “most-wanted” foods, along with facts and figures about hunger. Display posters or reminders in restrooms, hallways, lunchrooms, and classrooms, or hang on doorknobs.
- ❖ Create a giant thermometer or food can to measure progress toward your goal. Place the thermometer/can in the front lobby or employee break room.
- ❖ Identify your drive with a creative a fun name.
- ❖ Decorate bags for participants to take home, fill with food, and return.
- ❖ Design a paycheck stuffer with information about the drive.
- ❖ Designate theme days. Fill a playpen with infant formula one day. Plant a “garden” of planned vegetables the next day.
- ❖ Use your workplace's e-mail or PA system to distribute a hunger fact for each day of the drive. Quiz people at random and hand out small prizes to people who remember the facts.

Make it an Event

- ❖ Kick off your drive with opening day festivities. Be wacky, informative, or inspirational.
- ❖ Try a silent auction. Nothing drives up cash donations like the possibility of a massage, airline tickets, or homemade items.
- ❖ Bake sales, pie-throwing contests, and car washes are tried and true fundraisers.

Creative Ideas

- ❖ Organize pledge drives. Ask family and friends to pledge money if you walk or cycle a specific distance.
- ❖ Recycle your treasures at a yard sale.
- ❖ Sponsor bake-sales.
- ❖ Organize cake walks.
- ❖ Hold taco and chili feeds.
- ❖ Organize salad, soup, and potato bars.
- ❖ Hold pizza parties.
- ❖ Sponsor an ice cream social.
- ❖ Hold a potluck.
- ❖ Sell popcorn.
- ❖ Initiate a book sale.
- ❖ Invite family and friends to make donations to Food Finders Food Bank as a birthday, anniversary, or holiday gift.
- ❖ Organize a silent auction.
- ❖ Auction your managers in a "Walk-an-hour-in-my-shoes" event.
- ❖ Challenge individuals or teams to fill a box with food.
- ❖ Sponsor a craft bazaar.
- ❖ Collect food and funds at film festivals.
- ❖ Collect food and funds at sports events such as basketball games, mini-marathons, etc.
- ❖ Place donation jars and food bins near break rooms, copiers, and fax machines.
- ❖ Sponsor a brown bag lunch. Ask staff to donate a lunch sack full of nonperishable foods. Or, skip lunch on certain days and donate the cost of lunch.
- ❖ Have teams build a pyramid of food. Or, ask teams to bring foods representing the nutritional food pyramid.
- ❖ Have groups or teams donate a meal: pasta, spaghetti sauce, and canned vegetables, for example.
- ❖ Show short videos at lunch break and suggest that admission is a few cans of food.
- ❖ Let your imagination run wild, and have fun!

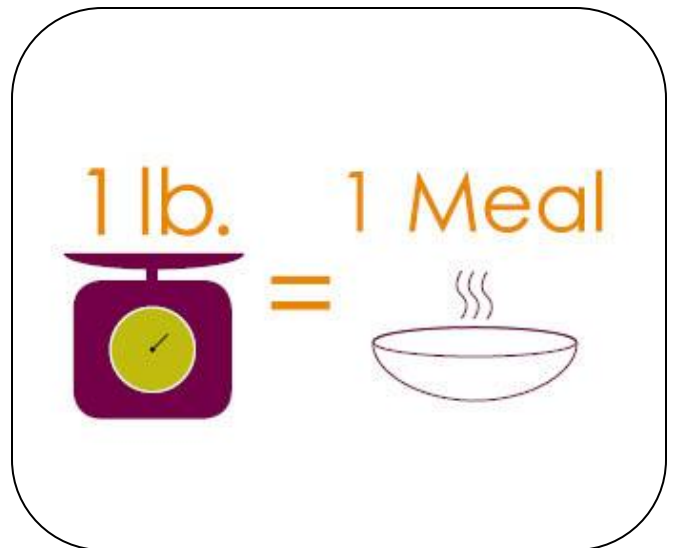
Tell your most successful ideas to Food Finders Food Bank!

Most Wanted Foods

- ❖ Canned meats (tuna, chicken, salmon, etc.)
- ❖ Canned vegetables
- ❖ Canned fruits
- ❖ Canned and boxed meals (soup, macaroni and cheese, etc.)
- ❖ Peanut butter and other nut butters
- ❖ Canned or dried beans and peas (black, pinto, lentils, etc.)
- ❖ Pasta, rice, cereal
- ❖ 100 percent fruit juice (canned, plastic, or boxed)
- ❖ Cooking oil
- ❖ Shelf-stable milk
- ❖ Other healthy, low-fat, low-sugar products

To ensure safety, please do not donate:

- ❖ Rusty or unlabeled cans
- ❖ Perishable items
- ❖ Homemade items
- ❖ Noncommercial canned or packaged items
- ❖ Alcoholic beverages, mixes, or soda
- ❖ Open or used items



Registration

Thank you for your interest in coordinating a food and fund drive! Please complete your food drive registration form on the following page. You can mail, fax, or e-mail the completed form to:

Food Finders Food Bank
50 Olympia Court
Lafayette, IN 47909
Fax: (765) 471-1101
E-mail: agaulke@food-finders.org

If you have any questions, please call Food Finders Food Bank at (765) 471-0062.

Best of luck with your drive, and thank you again for helping Food Finders Food Bank make a difference in your community!

Food Finders Food Bank

Feeding the Hungry since 1981



FOOD DRIVE REGISTRATION FORM

Mail to: Food Finders Food Bank
ATTN: Amy Gaulke
50 Olympia Court
Lafayette, IN 47909

Fax to: (765) 471-1101
Or e-mail: agaulke@food-finders.org

Coordinator Information

I represent a:

school business group/organization church individual or family

First Contact Name: _____

Second Contact Name: _____

Community/ Organization: _____

Address Information

Address: _____

City & Zip: _____ E-Mail: _____

Phone: _____ Fax: _____

Our group estimates collecting _____ pounds of food.

Please remember that saving Food Finders a delivery trip is equivalent to a donation!

If your group has collected more than 500 pounds of food, we would be happy to pick it up for you. Otherwise, please bring your donations to us at 50 Olympia Court, Lafayette, IN 47909.



Food Drive FAQs

1. How much does a can of food weigh?

A typical can of food weighs 15 oz—almost one pound.

2. Can my food drive proceeds be picked up tomorrow?

Food Finders Food Bank wants to run the most efficient operation possible, making the best use of our donor dollars. Because of this, our drivers are pre-scheduled to be in specific areas each day during the week. It is recommended that you schedule a pick up or delivery of barrels 48 hours ahead of time.

3. Would you rather than I donate money or food?

Food Finders Food Bank values all donations. Food drives provide some of the healthiest and high-quality foods we receive. Food donations also provide a direct connection between donors and people who are hungry. Cash donations keep our freezers running and our trucks on the road. They also support innovative programs that address the root causes of hunger through advocacy and public education. This means that your dollars are hard at work actively ending hunger in Indiana.

Don't Stop There—Volunteer!

Keep fighting hunger, even after your food drive has ended, as a Food Finders Food Bank volunteer. Volunteers help with the most basic part of our mission: getting food to the people who need it most. Much of our donated food needs to be sorted, repacked, labeled, or processed before it can be distributed through The FFFB Network of hunger-relief agencies to hungry families.

To sign up, call Food Finders at (765) 471-0062, e-mail our volunteer coordinator Amy Gaulke at agaulke@food-finders.org, or visit our Facebook page!