



Food Finders
Food Bank, Inc.
fighting hunger, giving hope

MEMBER OF
**FEEDING
AMERICA**

Food & Fund Drive Planning Kit

Engage. Donate. Advocate.



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Thank you!

Thank you for organizing a food or fund drive to help feed people struggling with hunger across North Central Indiana. Through your event, you're helping to end hunger right here in our community.

Take a few minutes to look through this handbook. We hope the ideas and tips you find here will help make your food drive a success.

The food you collect throughout your food drive will soon end up on the table of someone in need. It will provide more than a meal for that hungry child, senior, veteran, or family wondering where their next meal will come from— it will provide hope! While coordinating a food drive can be exciting, we hope you remember the impact you're making in the lives of those in need.

Because of people like you who have committed their time and energy to fighting hunger, Food Finders Food Bank is able to provide access to 7.5 million meals every year to people facing hunger. This work is possible because of dedicated individuals like you.

Thanks again for your commitment. We wish you success and fun in your upcoming food drive!

Best,

WHERE TO START?

YOUR FOOD DRIVE CHECKLIST in 7 EASY STEPS:

- Review this handbook
- Determine who will host, what your goals are and when you will start your drive
- Determine whether you need food barrels (see page 5)
- Register your food drive with Food Finders (see page 14)
- Spread the word about your food drive (see page 6)
- Let the hunger fighting begin! Collect cans and other non-perishable items (see page 4)
- Once your food drive has ended, drop off your donations or, if appropriate, schedule a pick-up (see page 9)



Who, What, When, Where & How

Whether you have a team of people coordinating the drive, or you're taking the lead, your first step is to develop a plan of action for your food drive. Review this handbook, then determine:

- Who will be the host organization or group? Who will be in charge of planning and coordinating?
- What are your goals? How many pounds or meals do you want to collect during your drive? How many people will participate in your drive? Will you also raise funds?
- When do you want your food drive to begin and end?
- Where will your collection boxes be located?
- How will you get the food you collect to the food bank?

MOST WANTED FOODS

Healthy bodies and minds require nutritious meals to thrive!

We encourage our food donors to give the most nutritious items whenever possible to ensure we are contributing to the good health of people struggling with hunger, and to help Food Finders reach it's goal of increasing the amount of nutritious food distributed.

Use the list to the right to determine what to bring to your organization's food drive and share it with other food drive participants!



To ensure safety, please do not donate:

- Rusty cans
- Perishable items
- Homemade items
- Unlabeled food items
- Alcoholic beverages, mixes, or soda
- Open or used items
- Items in glass containers

Don't fret! We have trained volunteers ready to sort out any items that are unsafe to donate.

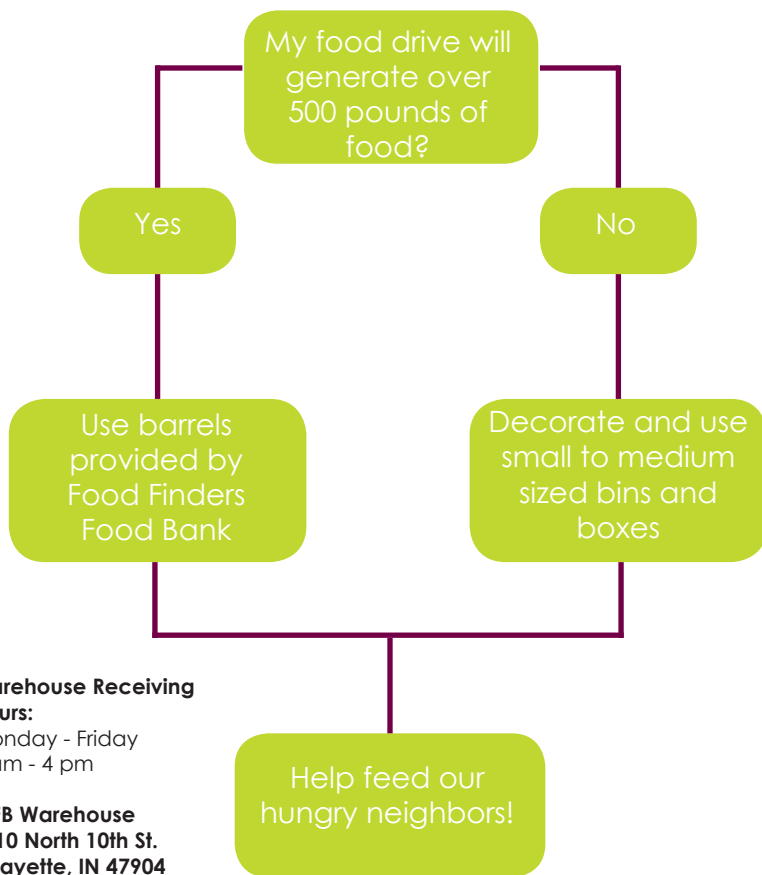
MOST WANTED FOODS

- 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, and cereal
- 100% fruit juice (canned, plastic, or boxed)
- Cooking oil
- Shelf-stable milk
- Other healthy, low-fat, low-sodium, low-sugar products

PLANNING ESSENTIALS

COLLECTING FOOD

An essential part of planning your food drive includes determining whether you need food barrels or if you can use containers you already have on hand. Use this handy guide to determine what will work best for you:



Note: Please help us be good stewards of our resources. For food drives generating less than 500 pounds, please think about using your own boxes to collect food and deliver your donations to Food Finders. Saving the food bank a delivery trip is equivalent to making an additional donation!

SPREAD THE WORD

Now that you've decided how you'll collect food...

It's time to determine how you'll organize and advertise your food drive. First, you will need to complete and submit the Food Drive Registration Form (see page 14). Once Food Finders has your form, our staff may contact you with additional information.

There are many ways that you can spread the word about your food drive to potential participants.

- Hang food drive posters around your office or school
- Host a kick-off event to build excitement about your food drive
- Distribute food drive flyers in employee mailboxes or send them home with students
- Include food drive details in your group's newsletter
- Send email reminders to participants the day the food drive begins and email progress updates throughout the drive



Social Media Tips

- Take photos throughout your drive of items collected and post them to social media
- Create graphics using free sites like Canva.com
- Create a Facebook event and share it with your friends
- Tag **@foodfindersfoodbank** in your posts on Twitter, Facebook, and Instagram
- Use hashtags like **#endhunger**, **#fighthunger**, **#givehope**, **#DAH**, **#DriveAwayHunger**

GET CREATIVE

Want to take your food drive to the next level?

Here are some great ideas other organizations in North Central Indiana have used to make their food drive even more successful:

- Organize pledge drives—ask your family and friends to pledge money to help feed a family for a month
- Recycle your treasures at a yard sale and donate the funds to Food Finders
- Donate money to wear jeans to work
- Collect food donations for a specific meal (i.e chilli day)
- Hold a pizza party where admission is a donation of food or funds
- Hold a potluck and ask guests to bring food donations
- Invite family and friends to donate to Food Finders as a birthday, anniversary, or holiday gift
- Organize a silent auction or sponsor a bake sale
- Challenge individuals or teams to fill a box with food that weighs more than your box of food
- Place donation jars and food bins near breakrooms, copiers, or any other place people gather
- Sponsor a brown bag or skip-a-meal lunch
- Host a themed day, like Thirsty Thursday (100% fruit juice) or Frugal Friday (store brand canned goods)
- Collect food and funds at community events, like sporting events, mini-marathons, farmers market, etc.

We ♥ to hear success stories. Share your ideas with Food Finders Food Bank.

GET EXCITED

Foster Competition

Nothing works better than a little competition to bolster your food drive.

- 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, etc. Let employees wear jeans to work each day they donate a canned good.
- Assign specific foods from the "Most Wanted" list to each team. See who can collect the most!
- Encourage monetary donations. A dollar goes a long way to bring food to people struggling with hunger. Remember, \$1 = 3 meals!

Use Your Creative Spirit

Try these ideas to keep the energy going:

- Make colorful posters noting the specifics of your drive. Display posters in restrooms, hallways, lunchrooms, etc.
- Create a giant thermometer or food can to measure progress towards your goal.
- Give your drive a creative name!
- Decorate bags for participants to take home, fill with food and return.
- Designate theme days!
- Use your workplace email or PA system to distribute hunger facts each day. Quiz people at random and handout small prizes to correct answers.

*Whatever you do, remember to
have fun!*

AFTER YOUR DRIVE

Arranging a Pick up or Drop off for your donation

Once your food drive has wrapped up, work with Food Finders Food Bank to get the items you collected to those who need it.

If you collected 500 pounds or more:

If your food drive collected more than 500 pounds of food, you can request a pick-up from Food Finders Warehouse team ([see page 5](#)).

Please place all food in barrels or containers before the driver arrives. If located at a multi-entry building, place boxes on the back dock for pick up.

To save limited resources, our drivers work to incorporate food drive pick ups into their normal food distribution routes. When you submit a request for pick up, we will let you know an approximate date and time when our drivers can pick up.

If you collected less than 500 pounds:

If your donation is fewer than 500 pounds of food, we ask that you bring your donation to FFFB. This helps save limited resources, including fuel and labor costs, and allows the food you collect to get into the hands of hungry neighbors faster.

You can drop off your donation at FFFB warehouse ([see page 5 for more information](#)).

FUNDRAISING

Raising funds during your food drive

Did you know you can also incorporate your own online fundraiser during your food drive? Just visit crowdrise.com/foodfindersfoodbank and click “Fundraise for this Charity”, fill in your profile and you're all set! You can share your fundraising page via social media or drop it in an email to get your family and friends involved. Encourage those who can't donate food to the drive to make a monetary donation instead. And remember, each dollar donated will provide three meals to people struggling with hunger!

You can also create a fundraiser on your Facebook account! Visit donations.fb.com for more information and instructions.



What to Do with Cash Donations

Throughout your food drive, you may have received cash donations. If possible, please convert your cash and coin donations into a money order or check and place it in a sealed envelope—you will also want to include the name of the food drive and the primary contact information. If FFFB is picking up your food donation, you can give the envelope to our driver. Otherwise, you can deliver or mail your check to:

Food Finders Food Bank
1204 Greenbush Street
Lafayette, IN 47904



From October to December

Your organization can take part in Food Finders Drive Away Hunger, our annual fall food drive, to help feed hungry neighbors in North Central Indiana.

How is DAH different than other food drives?

Each fall, Food Finders partners with community businesses to get the word out about hunger. Together, we challenge other community members, such as other businesses, schools and churches to collect as much non-perishable food as possible through a 6 week campaign called Drive Away Hunger.

To help drive the friendly competition among community members, Food Finders creates special marketing throughout the community. We also award the organizations that truly stand out for their participation in the annual fall food drive.

How can you join DAH?

There are lots of ways that your organization can get involved. You can be a sponsor of Drive Away Hunger and help spread the word about hunger in North Central Indiana. You can also host a food drive or fundraiser in your church, school or business, or just among your friends. This is your chance to get creative and show us how you are helping to end hunger!

For more information about how you can get involved contact info@food-finders.org

Did you know...

If your organization collects the most food, you will be eligible to win an award. At the end of each fall food drive, Food Finders awards one school, church and business for collecting the most food. We also award the organization that was most enthusiastic about their food or fund drive with a spirit award.

For participation information, please contact our communications coordinator, Amanda Estes, at:
aestes@food-finders.org

FAQs

- *How much does a can of food weigh?*

A typical can of food weighs 15 oz—almost 1 pound!

- *Can my food drive proceeds be picked up tomorrow?*

FFFB strives 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 of the week. It's recommended that you schedule a pick-up or delivery of barrels 48 hours in advance.

- *Would you rather I donate money or food?*

FFFB values all donations. Food drives provide some of the best variety, healthiest and high-quality food we receive. Food donations also provide a direct connection between donors and people in need. 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. **In fact, for every \$1 donated \$.94 goes directly towards food and programming costs.**

Don't Stop There—Volunteer!

Keep fighting hunger, even after your food drive has ended. Volunteers help with the most basic part of our mission: getting food to the people who need it. Join us today, visit food-finders.org/volunteer



FOOD & FUND DRIVE REGISTRATION FORM

We plan to host a:

food drive fund drive/event both

I represent a:

school business group/organization
 church individual

First Contact Name: _____

Community/Organization: _____

Address:

Address: _____

City & Zip: _____ Email: _____

Phone: _____ Fax: _____

Please mail your registration form to:

Food Finders Food Bank
1204 Greenbush St.
Lafayette, IN 47904

You can also fax or email your form:

Fax: 765.471.1101
info@food-finders.org

For information regarding fundraisers, please contact the Development Department at 765.471.0062x221 or jmcveigh@food-finders.org





Thank you
for making a difference!



Food Finders Food Bank
1204 Greenbush St
Lafayette, IN 47904

765.471.0062 food-finders.org