

How to organize a

FOOD & FUND DRIVE



THANK YOU FOR GETTING INVOLVED!

Congratulations and thank you for joining Feeding America Tampa Bay in the fight against hunger! The challenges of feeding the hungry in West Central Florida are admittedly daunting. Supplies of non-perishable food, historically a food bank staple, have shrunk steadily over the past few years. That's why your efforts are essential to Feeding America Tampa Bay's mission to end hunger. Without volunteers like you, Feeding America Tampa Bay would not be able to feed the tens of thousands who rely on food relief programs each year.

This manual has been prepared to guide you through the steps of planning a food drive. Use this manual to organize and promote your drive within your workplace, school or congregation, with friends, family and employers. This manual includes advice & tips from the experts on how to creatively build awareness and participation into your food drive. No group or amount of food donated is too big or small. We appreciate your efforts.

Because of volunteers like you, we are able to feed our community members in need! By your gracious support, you are helping feed thousands of fellow citizens in your community. Thank you!

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Ending Hunger, Nourishing Hope.

Tampa Warehouse - 4702 Transport Drive, Building 6 Tampa, FL 33605-5940
T: 813.254.1190 F: 813.258.5802

Pinellas Warehouse - 4711 126th Avenue North, Suite H Clearwater FL 33762-4739
T: 727.258.4940 F: 727.258.4941

Land O'Lakes Warehouse - 5829 Ehren Cutoff Land O'Lakes FL 34639-3423
T: 813.929.0200 F: 813.929.0707

www.feedingamericatampabay.org

GETTING STARTED

As the food drive coordinator for your organization, you will serve as the liaison between your organization and Feeding America Tampa Bay. Some of the most important work during your food drive actually happens before it even begins. Planning ahead will make your campaign far more successful and will also save you a lot of time and energy.

In addition to this manual, Feeding America Tampa Bay has food boxes and other marketing material available for your use.

We are here to support you in any way possible. If you have any additional questions, please contact Kristin Avery at (813)254-1190 ext.213 or via email at kavery@feedingamericatampabay.org

Checklist for Success

- ✓ Appoint an individual or establish a team or a committee for your food drive to help coordinate the event and logistics. Consider choosing those who are interested in helping out as your food drive champions!
- ✓ Create a food or hunger theme.
- ✓ Set the goal.
 - Set a goal for the amount of food to be raised. Setting a target allows you to build momentum. Giving people a deadline creates urgency and will encourage them to support your drive in a timely matter.
- ✓ Pick a location and plan logistics.
 - Decide where you are going to have your food drive. If you have multiple locations, you may want to recruit someone at each of those sites to help you manage donations at each building. Select high-traffic areas where the containers/boxes will be noticeable and convenient for donors to access.
- ✓ Determine the timeline.
 - Food drives can run for as little as an hour or for up to two months. Some donors even collect donations year-round. The average drive is usually 2 to 3 weeks.
- ✓ Obtain sturdy collection boxes.
 - **The ideal containers for collecting food for your food drive are computer paper boxes.** If you do not have your own containers/boxes to collect food we can supply you with Food Collection Boxes. Our Food Collection Boxes are 18X18X28 and can be picked up at the Food Bank closest to you. (order request on food drive registration form)
- ✓ Complete the Food Drive Registration Form contained in this information packet.
- ✓ Promote the event.
 - Share information throughout your community and/or organization to raise involvement early in the process. *Publicize, publicize, publicize!* Posters, flyers, e-mails, newsletter articles, payroll inserts and public service announcements are all effective ways to let people know about your food drive. Be creative! Hold a raffle, pick a theme, host an office jeans day. It helps to provide a specific contact person within your organization who can answer questions.
 - If you plan to have a kick-off event, don't forget to request a speaker.

- ✓ Send a bag home for people to fill up.
- ✓ Label boxes with food drive information.
- ✓ Get your food drive items to the Food Bank.
 - **Please deliver food drive items to the Feeding America Tampa Bay Warehouse that is closest to you;** whether the Tampa, Pinellas or Land O'Lakes Warehouse. Drop-off's can be made anytime Monday through Friday, 7:30am to 4:00pm. If you collect a large amount of food and cannot drop off your items you may put in a request (see Food Drive Registration Form) for your food to be picked up when all your boxes are full or at the completion of your drive.
 - Dropping off your donations keeps our transportation costs down and is another way you can help the Food Bank. **Saving Feeding America Tampa Bay the expense of the trip is equivalent to your making an additional donation! Please make every effort to drop off your donations!**
- ✓ Recognize and thank the coordinators and the participants of the drive.
- ✓ Clean up the collection site.
- ✓ Take notes for the next food drive. Be sure to pay attention to what worked and what did not work.
- ✓ Set a date for next year's food drive.
- ✓ Congratulate yourself on a job well done!
- ✓ Don't forget to share the success of your drive with us!

It's through your gracious efforts that Feeding America Tampa Bay can feed thousands of hungry people every year. Thank you for your support!



PUBLICITY AND PROMOTION

No idea is too big when it comes to promoting your drive and acquiring donations. Having a marketing plan for your drive will generate awareness, interest and enthusiasm, which is essential to your success!

Theme

Choose a theme that connects to the interests of your organization and responds to its feelings about hunger in our community. Examples: A grocery store sponsored a food drive among its patrons with the theme, “Fill Your Cart and Fill Your heart.”

KEY MESSAGES

It is important to communicate these key messages in your publicity efforts:

- The real need in the community. Use our local hunger statistics which will allow people to the food drive’s purpose.
- Let people know what types of food are needed.
- Explain that all donations are distributed throughout 10 countries in our West Central Florida community.

IDEAS

1. Divide employees by department, floor, or building. Encourage the groups to compete with each other to see who can donate the most food. Arrange a lunchtime pizza party “on the company” for the highest contributors.
2. Have your organization match the donated food in some way, such as donating a canned ham or cash donation for every 100 pounds of donated by employees or group members.
3. Plan a special event where the cost of admission is a can of food or raise money to buy food by having a company bake sale or garage sale.
4. Hold an auction! Everyone loves an auction, especially if the prizes are fun. Auction extra days off, the chance to throw a cream-pie at the boss’s face, etc.
5. Visually display the food that has been donated to encourage others to give.
6. Have a raffle and offer special donated services from company leaders in exchange for food donation (i.e. have your car washed by the manager, or lunch with the president).
7. Sell “casual day” passes in exchange for donations.
8. Promote “Macaroni Monday,” “Tuna Tuesday” or other creative ways to encourage donations.
9. Arrange to take interested members of your organization on a tour and/or volunteer to sort food at the food bank warehouse.
10. Use our food drive flyers (Download available on our Food and Fund Drive web page)! An inexpensive, simple flier that can be used, as a small poster is very important to your food drive campaign.
11. Share information about your food drive with your friends, family, and co-workers on Facebook and Twitter. Take photos of the food you collected as a way to encourage individuals to participate in your drive. Don’t forget to connect with us! facebook.com/feedingtampabay and twitter.com/feeding_tampabay
12. Organize a walk-a-thon! The more miles walked, the more donations go in your box.

Food Drive Most Needed Items

No Glass Please! Pop-top items preferred!

Feeding America Tampa Bay needs the following nutritious foods:

- Canned Meats (tuna, chicken, ham, sausage)
- Canned Fruits & Vegetables
- Canned Meals (pasta, chili, beef stew)
- Boxed Macaroni & Cheese
- Canned Beans
- Cereal (low sugar, high fiber)
- Cereal & Fruit Bars
- Peanut Butter
- Grape Jelly (plastic containers only)

To ensure food safety, we cannot use:

- Rusty or Unlabeled Cans
- Perishable Items
- Homemade Items
- Noncommercial Canned Items
- Noncommercial Packaged Items
- Alcoholic Beverages & Mixes
- Open or Used Items



ONLY DONATE ITEMS YOU WOULD EAT & THINK NUTRITION!!



USDA My Plate Guide

Please donate wholesome, healthy and nutritious food items that have been recently purchased. A good guide to follow: *what would you give your best friend or family member if he or she was in need?*

It's all about nutrition, so think about gathering healthy foods rather than snack foods or desserts.

Food Drive Registration Form

Name of Organization/School/Business: _____

Address: _____

City/State: _____ Zip Code: _____

Contact Phone #:(_____) _____ Business Hours: _____

Contact Person: _____ Email: _____

Dates of Food Drive: _____

Please check the boxes that apply:

- We will use our own containers/boxes for our food drive.**
- We need _____ Food Collection Boxes(18X18X28) and will pick the boxes up from:**
- Tampa Warehouse: 4702 Transport Drive, Building 6 Tampa, FL 33605
 - Pinellas Warehouse: 4711 126th Avenue North, Suite H Clearwater, FL 33762
 - Land O' Lakes Warehouse: 5829 Ehren Cutoff Land O'Lakes, FL 34639
- We need _____ Food Collection Boxes(18X18X28) to be dropped off at the address listed above on:**
- Tuesday Wednesday Thursday Date: _____ Morning OR Afternoon
- ***Please only check this box if you are requesting 4 or more Food Collection Boxes or if there is no way for you to pick up boxes from one of our facilities. Please help keep our fuel costs down by picking up Food Collection Boxes from one of our facilities.
- We will deliver our collected foods to:**
- Tampa Warehouse: 4702 Transport Drive, Building 6 Tampa, FL 33605
 - Pinellas Warehouse: 4711 126th Avenue North, Suite H Clearwater, FL 33762
 - Land O' Lakes Warehouse: 5829 Ehren Cutoff Land O'Lakes, FL 34639
- We will call the food donation line at 813.254.1190 ext. 211 to schedule a pick up 48 hours prior to our desired pick up date.**

Food Drive Pick ups are done on Tuesday, Wednesday or Friday.

***Please collect at least 4 Food Collection Boxes of food to schedule a pick up.

Thank you for helping feed the hungry in our community!

PLEASE EMAIL THIS COMPLETED FORM TO:

Email: Kavery@feedingamericatampabay.org Fax: 813-258-5802

ONCE THIS FORM IS RECEIVED, YOU WILL RECEIVE A CONFIRMATION EMAIL. IF YOU DO NOT RECEIVE A CONFIRMATION EMAIL WITHIN 48 HOURS OF SENDING THIS FORM, PLEASE RESEND AND CONTACT **KRISTIN AVERY AT 813.254.1190 ext. 213.**