



Aloha!

Thank you so much for your interest in holding a food drive to support the Hawaii Foodbank. We are always very grateful for those in the community who want to help us feed our island's hungry. Community food drives are extremely important in that they bring in much-needed canned goods to the Foodbank, which we rarely receive from other donors (manufacturers, retailers, wholesalers).

Please take a look through this packet to see how best to run a food drive. There are two forms that we ask you to complete and submit to us:

1. Community Food Drive Registration Form (at the start of your drive): The registration form helps us to keep track of all community events being held on our behalf. It asks for your contact information and keeps track of any supplies you have requested.
2. Food and Fund Drive Report Form (at the end of your drive): The report helps us to keep track of food and monetary donations that were delivered to us. Because food and monetary donations are tracked by different departments, this form alerts us to what we should be expecting.

In addition, we ask that you label all food donation boxes with a Box Label.

If you have any questions or concerns, please call the Food Drive hotline at 954-7870 or email fooddrive@hawaiifoodbank.org.

Thank you again for your help in feeding Hawaii's hungry!

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How to Run a Food Drive

PLAN IN ADVANCE

1) Determine the Basics of your Drive:

- Decide if you will collect food, raise money or both.
- Determine the length of your drive. Set the start and end dates.
- Get boxes to hold food donations. The best boxes to hold canned goods are boxes that hold reams of copier paper because they are sturdy.
- Designate a collection and storage area for the donations.
- Plan how you will deliver your donations to the Hawaii Foodbank.
- Register your food drive with the Hawaii Foodbank using the **Community Food Drive Registration Form**. Be sure to fill it out completely so that we can properly assist and credit you for your generous donation!
- Are you going to hold any special activities during your drive (bake sales, departmental competitions)?
- Establish an overall goal for your organization and/or an individual goal for each employee:
 - 10 pounds or \$10 per person
 - 100% participation

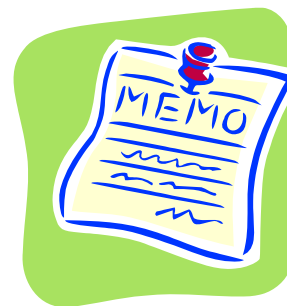


2) Ask for Support:

- Have your boss endorse your food drive.
- Get a core group of volunteers involved to help you.
- If your organization has multiple locations, designate a Food Drive Coordinator at each of your organization's locations. Create a plan for frequent communication among coordinators in order to gauge progress and troubleshoot challenges.

3) Brainstorm Ways to Get the Word Out:

- Advertise throughout your community and/or organization to raise awareness and increase participation. Be creative! Create flyers, e-mail notices and newsletters.
- An office memo or letter from the head of the organization is a good way to encourage participation.
- Hold a "kick-off" at the start of your drive at a time when most employees are present. Invite a Hawaii Foodbank representative to speak at your kick-off.
- Are there other potential donors to your drive (clients, vendors, building tenants)? Brainstorm ways on how to get them involved.



How to Run a Food Drive (continued)

KEEP PEOPLE'S ATTENTION

5) Generate Enthusiasm and Participation:

- Decorate your collection boxes with drawings, flyers or colorful wrapping paper.
- Plan special theme days such as Meal Mondays, Tuna Tuesdays (using the Top 5 Most Wanted items as your guide).
- Encourage friendly competition among departments, coordinators and/or employees.
- Set up a tour of the Hawaii Foodbank warehouse for those interested.



6) Track your Progress

- Update employees and donors with progress reports: how much you have collected so far, how much of your goal you have attained, how much more to go! Post these updates in a high-traffic area or announce them at meetings.

BOX IT UP

7) Arrange for Collection and Transport of Donated Items:

- Recruit fellow employees and company vehicles to transport your collected food to the Hawaii Foodbank warehouse on a weekday.
- To ensure proper acknowledgement:
 - Submit a **Food and Fund Drive Report** to the Hawaii Foodbank at the end of your drive, keeping a copy for your records.
 - Label EVERY box of food with the **Food Box Label**.
- Tax Information:
 - A cancelled check of \$249 or less will meet IRS requirements.
 - For a check of \$250 or more, a tax receipt will be sent directly to donor.
 - Everyone who donates by check will receive a donor acknowledgement in the mail. Cash donations will be credited to the participating organization, unless individual donor's name and address are submitted with the cash.
- Food donations will be credited to the participating organization.



8) Announce your Results

- Share drive results with everyone who participated.
- Send thank-you letters.



Community Food Drive Food and Fund Drive Registration Form

Thank you for your interest in organizing a Food and Fund Drive to benefit the Hawaii Foodbank. Please complete and return this form BEFORE starting your drive.

TODAY'S DATE: _____

DATE(S) OF DRIVE *Month/Day/Year* Start Date: _____ End Date: _____

TYPE OF DRIVE:

Food Drive _____ Fund Drive _____ Food & Fund Drive _____

CONTACT INFORMATION

Organization name: _____

Contact name: _____

Mailing Address: _____

Business Phone: _____ Fax: _____ Cell: _____

E-mail address: _____

Description of Food/Fund Drive: _____

SUPPLIES / RESOURCES (*Upon Availability*)

Banner: Indoor or Outdoor _____ Counter Cards _____

Items that can be sent digitally: Flyers _____ Logo _____ Donation receipts _____

Request for a Hawaii Foodbank representative to speak at organization: Yes _____ No _____

If yes, when? Date: _____ Time: _____ Location: _____

DELIVERY

Location of Food Drive: _____

What date will you deliver your donations to the Hawaii Foodbank? _____

*By coordinating a delivery of your donations to the Hawaii Foodbank, you are helping us to save on transportation and labor costs. However, if you have more boxes than you can accommodate in your vehicle, **please call our dispatch directly at 836-1972 to schedule a pickup of your donations.***

Complete and send this form to Kim Bartenstein via:
E-mail: fooddrive@hawaiifoodbank.org or Fax: 836-2272
Questions? Call 836-3600 x240

OFFICE USE ONLY

R/E record# _____ Pounds: _____ Dollars: _____ TY mailed: _____ (date)

Ways to Energize your Drive

FOSTER FRIENDLY COMPETITION

- Create a competition among departments. Reward the winning team or top solicitor. Gift certificates, movie passes and ice cream or pizza parties make great rewards.
- Encourage teams to choose a mascot, team name or write cheers. The sillier, the better!
- Assign specific items from the Top Five Most Wanted list to each team. Or reward the team that donates the most well-balanced collection of food.
- Organize a box-decorating contest. Employees can vote with one canned good in the box they like the best. Reward the winning entry.

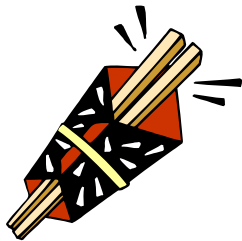


CREATE AN INCENTIVE FOR PEOPLE TO GIVE

- Offer a discount on purchase when a customer brings in a certain amount of canned goods from the Top Five Most Wanted list.
- Auction off prime parking stalls for a designated length of time to the highest bidder.
- Raffle / drawing for prizes: Designate the entry fee (or a portion of the fee) as a donation to the Hawaii Foodbank.
- Sell passes for “casual dress” days (\$5 for one day or \$20 for five days)



MAKE IT FUN



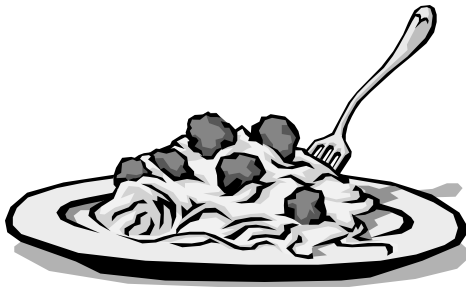
- Hold bake, bento and white elephant sales.
- Decorate paper bags for people to take home, fill with food and return.
- Via email or office intranet, distribute a fact about the Hawaii Foodbank or hunger in Hawaii for each day of the drive. Quiz employees at random and hand out little prizes to those who answer correctly.
- Create a giant thermometer to track your progress toward your goal. Place the thermometer in a visible area and update regularly.



Help to feed Hawaii's hungry by donating these items to the Hawaii Foodbank!

TOP FIVE MOST WANTED

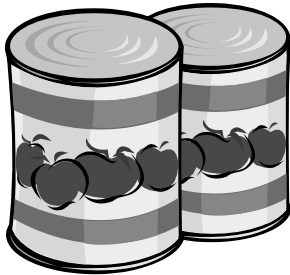
1. Canned Meats & Tuna



2. Canned Meals*



3. Canned Soups



4. Canned Vegetables

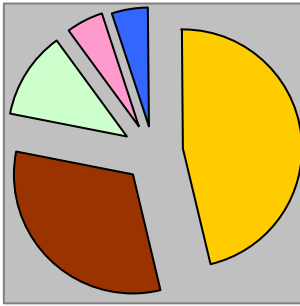
5. Canned Fruits



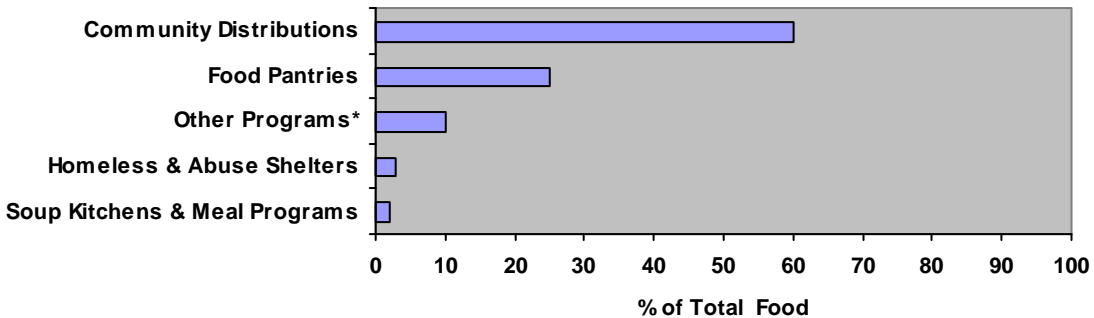
*Spaghetti, Chili, Corned Beef Hash

Hawaii Foodbank Donation Facts

Where the Food comes from...

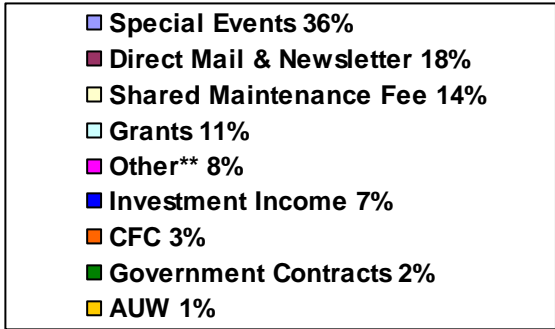
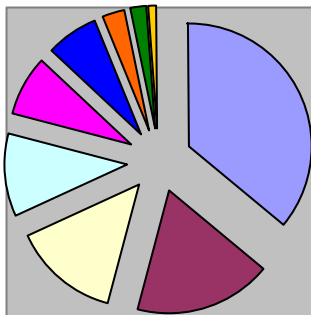


Where the Food goes...



*Other programs include: preschools, rehabilitation centers, residential, senior and youth-at-risk programs, and neighbor island food banks.

Where the Funds come from...



94% of all donations feeds the hungry in Hawaii

**Major gifts & planned giving, recurring donors, employee withholding, TEFAP and all other.

For every \$10 donated, the Hawaii Foodbank can provide 25 meals.



Frequently Asked Questions

Below are some frequently asked questions and answers to help you in planning your drive. If you have other questions, please call the Food Drive hotline at 954-7870.

- 1. How can I help the Hawaii Foodbank the most?** Monetary donations provide the greatest return to the Hawaii Foodbank. Every \$10 you donate allows us to distribute 25 meals.
- 2. What type of food is most needed?** Non-perishable items: canned meats / tuna, canned meals (spaghetti, chili, beef stew), canned soups, canned vegetables and canned fruits.
- 3. How does my donation get to the Hawaii Foodbank?** We encourage you to drop off your donation directly to our warehouse located at **2611 Kilihau Street**, as this will help us to save on transportation costs. However, if you cannot transport your donation, please arrange for a pickup with our dispatch at 836-1972 or coordinate with our staff (additional instructions on registration form). Please make sure that **EVERY** box is marked clearly with a Food Box label including organization name, contact person and address.
- 4. Where are you located?** The Hawaii Foodbank is located in Mapunapuna off of Nimitz Hwy. at 2611 Kilihau St.
- 5. What are your hours?** The Hawaii Foodbank accepts food and monetary donations **Monday through Friday** from **8:00 a.m. – 4:45 p.m.**
- 6. What supplies does the Hawaii Foodbank offer to assist in my Food and Fund Drive?**
 - **Banners** are available in different sizes to help publicize your food drive.
 - **The Hawaii Foodbank Logo** is available via e-mail if you're planning to print your own flyer or banners.
 - **"Five Most Wanted" flyer** lists our top five most-needed canned goods and is available to distribute to your employees, clients or customers.
 - **Fact Booklets** are available to explain who we are, what we do, who we help, and where our funding comes from.
 - **Donation Canisters** are available to collect your monetary donations.

Supplies are available for your convenience and can be picked up at the Hawaii Foodbank Monday-Friday from 8:00 a.m. – 4:45 p.m. Please contact the Food Drive Manager at fooddrive@hawaiifoodbank.org or 954-7870.

To ensure getting proper credit for your food donation, PLEASE ATTACH THIS FORM TO EVERY BOX OF DONATED FOOD.

FOOD DRIVE



Organization: _____

Contact: _____

Address: _____

Phone: _____

E-mail: _____

_____ of _____ boxes

Food and Fund Drive Report Form

At the end of your drive, submit this form by fax or mail, or with your delivered donations, and attention it to "Food Drive." Make sure to fill out your contact information and to whom the thank-you letter should be addressed, if different from contact name.

Organization Name: _____
Contact Name: _____
Address: _____
City, State, ZIP: _____
Phone: _____
E-mail: _____

Did you collect food? Yes No
If yes, how many boxes? _____
Date delivered _____

Did you raise funds? Yes No
If yes, please note:
Cash: _____
Check: _____
TOTAL \$ _____



Were these funds collected as the result of a special fundraiser (e.g. bake sale, raffle)?
Brief description of fundraiser: _____

All individual donors who write checks will receive an acknowledgment letter in the mail. In addition, a thank-you letter will be sent to the organization. This letter will be sent to the contact listed above, unless requested otherwise in the space below:

Send letter to _____



Media Contacts

The Hawaii Foodbank has included its Media Contacts and steps to help in creating a Press Release for your Food & Fund Drive.

MEDIA	CONTACT	FAX	E-MAIL ADDRESS
Honolulu Advertiser	City Editor		fpizarro@honoluluadvertiser.com
Honolulu Star-Bulletin	City Editor		elynych@starbulletin.com
KHON 2 (FOX)	Assignments Manager	593-2418	
KITV 4 (ABC)	Assignments Manager	536-8993	
KGMB 9 (CBS)	Assignments Manager	944-5252	
KHNL News 8 (NBC)	Assignments Manager	847-3298	
TGIF - Honolulu Advertiser	Editor		dyuen@honoluluadvertiser.com
Wknd. – Honolulu Star Bulletin	Editor		nkam@starbulletin.com
What's New Calendar - MidWeek	Calendar Editor		kmiller@midweek.com

Pointers

- Ask yourself, “How are people going to relate to this and will they be able to connect?”
- Make sure the first ten words of your release are effective, as they are the most important.
- Avoid excessive use of adjectives and fancy language.
- Deal with the facts.
- Make sure you wait until you have something with enough substance to issue a release.
- Make it as easy as possible for media representatives to do their jobs.

Seven Steps for a Press Release

- **“FOR IMMEDIATE RELEASE” and the date of the release:** These words should appear in the upper-left hand margin, just under your letterhead. You should capitalize every letter.
- **Contact Information:** Skip a line or two after release statement and list the name, title, and telephone and email address of your company spokesperson (the person with the most information). It is important to give an after-hours number since reporters often work on deadlines and may not be available until after hours.
- **Headline:** Skip two lines after your contact information and use boldface type.
- **Dateline:** This should be the city your press release is issued from and the date you are mailing your release.
- **Lead Paragraph:** The first paragraph needs to grasp the reader’s attention and should contain the relevant information to your message such as the five W’s (**Who, What, When, Where, Why**).
- **Text:** The main body of your press release is where your message should fully develop.
- **Recap:** At the lower left hand corner of your last page restate the specifications of your event.