

# How to Run a Food or Fund 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 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.
- 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.
- Will your company match a portion of the donations collected?

### 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 "kickoff" at the start of your drive at a time when most employees are present. Invite a Hawaii Foodbank representative to speak at your kickoff.
- 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 or Fund Drive (continued)

## KEEP PEOPLE'S ATTENTION

### 4. 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.
- Set up a tour of the Hawaii Foodbank warehouse to engage employee support.
- Play the Hawaii Foodbank Agency & Client Testimonial videos at your next staff meeting or in the lunch room.

### 5. 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

### 6. Arrange for Collection and Transport of Donated Items:

- Recruit fellow employees and company vehicles to transport your collected food to one of the Food Drive sites on Saturday, April 21, 2012, or deliver your donations to the Hawaii Foodbank warehouse on a weekday prior to April 21.
- To ensure proper acknowledgement:
  - Submit a Food and Fund Drive Report (p. 16) 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 (p. 17).
  - Include a Monetary Donation Tracking Form (p. 15) with EVERY envelope of monetary donations.
- Tax Information:
  - 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.



### 7. Announce your Results

- Share Food and Fund Drive results with everyone who participated.
- Send thank-you cards or letters.