

Stick it to Hunger!

Food Drive Manual



YORK
COUNTY
FOOD BANK

DONATE ■ VOLUNTEER

www.yorkfoodbank.org

Help 'Stick it to Hunger' Today!

Thank you for joining us in the fight against hunger! Due to the generosity of corporate, organization and individual donors we currently provide over 2 million pounds of food and household items to those in need within York County annually. The non-profit agencies that we support are food pantries, soup kitchens, day care centers, senior centers and self-help centers.



A large portion of the food that we receive is generated from food drives that are conducted by individuals, organizations and corporations... people like you!

Due to the poor economic conditions, donations (monetary and food) to the York County Food Bank are down significantly. The tough part is that more people than ever are relying on our services! Your friends, family and neighbors need your support to survive these challenging times.



Use this manual to help organize and promote your food drive. Our intent in creating this manual is to make hosting a food drive easy and fun! If you need additional information than what is provided, please don't hesitate to contact us. We'd be happy to assist you.



We appreciate your support!

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We've included a few helpful tips for you below. We've found from experience that the more organized you are the more successful your Food Drive will be! However, don't limit yourself to the list we provided below. Be creative, implement some of your teams ideas and have some fun with it.



Organize Your Committee - don't try to organize your Food Drive all by yourself. Enlist some help and select a group of individuals that have a heart for the cause! Assign specific tasks to individuals within the group (i.e. publicity & promotion, email updates, collection, delivery)

If the Food Drive you are organizing is through your workplace consider having individuals from different divisions, floors or departments participate. Group diversity will make for some great ideas and an even better Food Drive.

Appoint a Team Leader - select a team leader that is passionate and can oversee the event and motivate people! This person should also serve as the primary contact for the York County Food Bank.

Selecting Dates - the length of your Food Drive is up to your committee. It can be a one day only event, a few weeks or longer than a month. The key is to give your participants enough notice so that they can be prepared to bring donations.

Since we need donations 365 days a year, any time of the year is a good time to hold a Food Drive.

Theme - feel free to use our 'Stick it to Hunger' 2010 campaign theme (see Promoting Your Food Drive on the next page). If your committee would like to develop their own theme that is fine too! Just remember that your theme should give your promotional materials some direction and consistency. Put some thought into it. Whether it's serious or fun, your theme should evoke the desire to help.

Set a Goal - setting a goal will ensure that your Food Drive is effective. It is also a great way to motivate people. Being able to provide results at the end of your Drive can provide a sense of accomplishment for everyone involved.

Your goal could be collecting a certain number of bags of food, filling up a room in your office or simply increasing the amount of food and money collected for a cause (or prior Food Drive) in the past.

Here are a few key considerations when developing your Food Drive goal:

- Decide if you will raise money, food or both. The most successful Drives have a financial component included. Some individuals would prefer to simply write a check versus making a trip to the grocery store and bringing in canned goods.
- Make your goal realistic
- Make your goal easy to understand
- Keep track of your progress - create a thermometer (or other visual) and post it in a high traffic area
- Post updates & send out emails to encourage everyone and update them on the status of the Food Drive

Brainstorm Promotional Ideas - if you are coordinating a Food Drive at your place of work, there are many ways to stimulate participation, make a difference and have some fun while doing it. See *Food Drive Promotional Ideas* on page 5 for a list of unique and fun ideas that you can use.



Choose Your Locations - place your collection bins, boxes or barrels in high-traffic areas where they will get noticed and be convenient for donors. Be sure to label them so that everyone knows what the containers are for. If you are placing collection bins in multiple locations, consider designating someone at each of these locations to be responsible for and help you manage the donations. Make sure you choose a secure area for food donations.

(We currently don't have bins or barrels that we can provide for your Food Drive, however this is a goal for us so feel free to call and check in with us prior to kicking off your Food Drive).

Registering Your Event - prior to launching your Food Drive, please register your event with us by visiting our website and complete our short '*I'm Hosting a Food Drive*' form. This helps us keep track of the events that are happening with the community and adequately prepare and allocate resources.

Create Your Food Drive Promotional Materials - now that you have all of the details of your Food Drive determined, it's time to create your promotional materials. If you are hosting a Food Drive at your place of work, consider creating the following materials:

- Flyers
- Posters
- Paycheck stuffers
- Email template for on-going updates

We have created a variety of tools to help you promote your Food Drive. Please visit our web site at www.yorkfoodbank.org and go to our *Hosting a Food Drive* page to view the flyer and poster templates that are available to you in Word & Publisher.

If you choose not to use one of our food drive flyers and/or poster templates and want to create your own promotional materials, please remember to include the basics provided below:

- Dates of Food Drive
- Goal
- Collection sites
- Types of food needed
- The need in the community
- How to make a financial donation
- Our website - www.yorkfoodbank.org

Promote Your Food Drive – now it's time to get the word out there! Publicity is the key to a successful drive. Let as many people as possible know about your cause. Ideally, you should begin promoting your Drive at least 2 weeks before the start date.



If this is an organization Food Drive, consider implementing the following promotional ideas:

- Hold a kick-off event or meeting to generate some excitement
- Include an article on your Food Drive in your corporate newsletter (whether it's an internal communication or to customers... why not get all the help you can?)
- Send all employees on-going email updates to let them know how close you are to your goal
- Post announcements and updates on your companies intranet
- Be sure to provide status updates in meetings
- Include stuffers in paychecks or place in individual mailboxes
- Hang posters in high-traffic areas - bathroom stalls, break/coffee areas, etc.
- Have 'Shopping Lists' readily available for employees to take with them to the store (see our website for a downloadable version available for use)
- Create a volunteer sign up sheet with key contact information to pass on to us at the end of the Food Drive

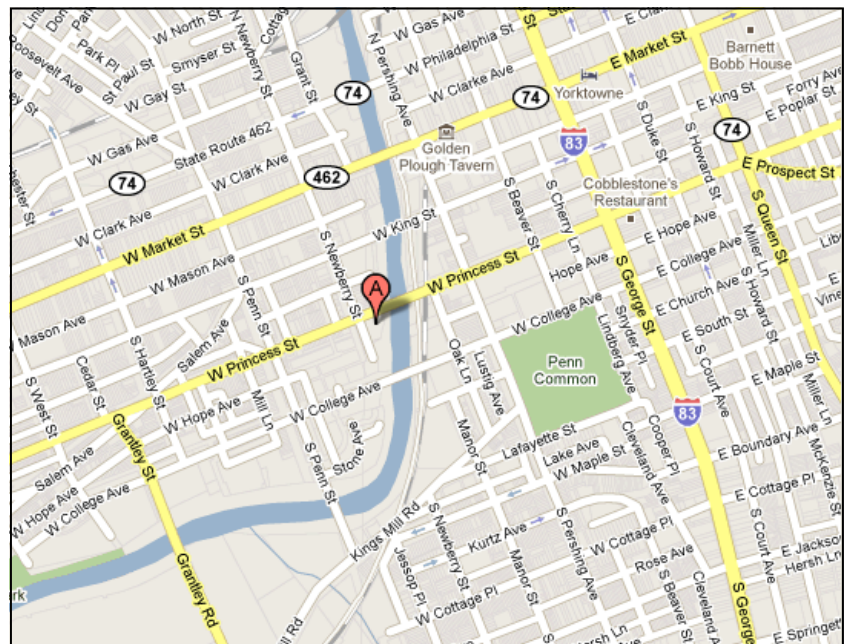
Whatever you do, just be sure to keep everyone up-to-date and informed of the goal and progress that has been made. This will help to keep everyone motivated!

Complete Your Drive - you have collected all this food... now what? It's time to bring your donations to the Food Bank. It's a great help to us if you can deliver your donations directly to the Food Bank, however, if this is impossible, please contact us at 717.846.6435 and we'll arrange for a pick-up.

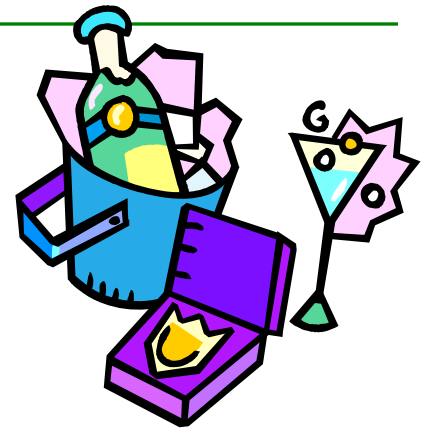
Drop off's can be made anytime
Monday through Friday
8:00 AM to 3:00 PM.

We are located at:
254 West Princess Street
York, PA 17401

Don't forget to send out a final update on the success of your Food Drive! Be sure to recognize and thank all participants. Consider giving out awards or planning a special celebration event.



There are a variety of ways to create some excitement about your Food Drive and to elicit participation! Below are just some ideas to get your wheels turning. Be creative and have fun with it!



- Host a kick-off party (consider charging an admission fee to begin to collect monetary donations or inviting a member of the Food Bank to come in and do a presentation.)
- Make sure your goal is visible! Create a graphic (thermometer) that shows your progress and post in a high-traffic area(s).
- Allow winning departments to have their own casual day or give “dress down” tickets to people making large donations.
- Set up a friendly competition between departments or groups. Keep the momentum going by posting or emailing daily updates.
- Let employees wear jeans or leave early on a Friday for cash donations.
- Offer rewards to top donors or top donating departments - pizza party, gift certificates to local restaurants, gas cards, paid time off, etc
- Create food theme days - Ex: Formula Friday (baby formula), Thirsty Thursday’s (all juices), etc.
- Ask various departments to be responsible for different food categories (ex: one department collects soups, another collects juice, etc.)
- Invite local business, clients/customers and vendors to participate as well.
- Set up a competition within departments or another local company to see who can collect the most pounds of food.
- Sell goodies, sandwiches, etc to raise money
- Schedule a field trip to the Food Bank
- Give a reward for the most enthusiastic collector or group
- Give out empty grocery bags and ask everyone to fill them
- Ask your organization to make a matching gift. For example, an organization could donate \$1 for every pound of food donated or match monetary donations.
- Send out a hunger fact every day of the drive
- Challenge your vendors or other organizations to host a food drive
- Raffle or auction off prizes to raise cash donations - vacation days, etc.
- Ask management to serve breakfast or lunch to the winning department
- Sponsor a “Thank you” party where you recognize all participants and give out prizes and awards.

Want to help but don't have the time to coordinate a full blown food drive? Here are a few quick and easy food drive ideas that you can implement at your place of work:



E-Drives - send out an email to all employees and ask them to bring their lunch on a designated day and donate the money they would have spent eating lunch out.

Have the company receptionist responsible for collecting the donations. A few dollars per person can really add up quick and make a big difference to the Food Bank.

The only thing you need to do is send out the email and collect the money donated!



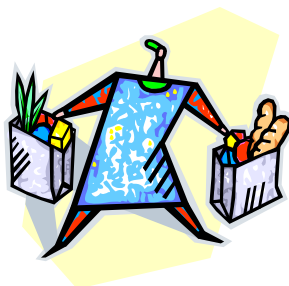
Stuff The Truck - email employees and ask them to bring in canned goods on a specified day. We'll provide a truck that can be on-site for several hours in the morning. As employees come into work that morning they can put their food donations directly on the truck as they pass by.

The only thing you need to do is contact the Food Bank to arrange for a truck, send out an email to employees and coordinate the pick up of the truck.



Operation Backpack - our program provides food for students over the weekend and holidays during the school district's calendar year. The backpacks are filled with enough food for six meals and two snacks. The food is child-friendly, non-perishable, easily consumed and vitamin fortified. The backpacks are distributed to students on Fridays or the last day before a holiday vacation.

Email employees and ask that everyone bring in one to three items on the list of food items that are provided in the backpack. Place a collection container in a high traffic area, such as a lobby or break room, for donations.



Bag It - hand out grocery bags with our Food Bank Shopping Lists attached (see our website to download). Ask employees to fill their bags and bring in their donations to be provided to the Food Bank. Bring donations to us or call us to arrange for a pick up.

Non-Perishable Food Items Needed:

- Canned vegetables & fruits
- Canned and boxed meals (i.e., soup, chili, stew, macaroni & cheese)
- Canned or dried beans and peas (i.e., black, pinto, lentils)
- Pasta, rice, low sugar cereals
- Peanut butter
- Baby formula & baby foods (check expiration date)
- Holiday foods during the holiday season (cranberry sauce, dry stuffing mix, cake mixes & frosting, etc.)
- Instant mixes like potatoes, gravies and sauces that add a little something special to a holiday meal.
- Canned meats (i.e., tuna, chicken, salmon) that do not require refrigeration before opening.
- 100% fruit juice (canned, plastic or boxed)



To ensure food safety, we cannot accept:

- Open or used items
- Homemade items
- Items with no labels
- Perishable items
- Glass containers
- Expired items
- Rusty cans
- Non-commercial canned or packaged items (packaged in something other than it's original container)
- Alcoholic beverages
- Soda

Household Items Needed:

- Shampoo
- Deodorant
- Soap
- Diapers
- Toilet paper
- Toothpaste
- Feminine hygiene products
- Laundry detergent
- Cleaning supplies
- Paper towels

Baby Items Needed:

- Baby shampoo
- Baby wipes
- Lotion
- Diapers



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Cleaning supplies • Paper towels

Baby Items:

Baby Shampoo • Baby Wipes • Baby diapers • Baby lotion



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