



# Food Drive Manual

UPDATED AUG 2008

## THIS MANUAL INCLUDES:

- A Simple Guide to Organizing a Food Drive
- Creative Ideas for your Food Drive
- Most Needed Foods
- Where Do Your Donations Go?
- Sample Food Drive Flyer

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## Help Fight Hunger TODAY!

Thank you for joining the fight against hunger! Your efforts are essential to the Montana Food Bank Network's mission to end hunger across the state. Without volunteers like you, the Montana Food Bank Network wouldn't be able to feed the tens of thousands of Montanans 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 tips & tricks from the experts on how to creatively build awareness and participation into your food drive. If you need more information than what is provided here, the staff at the Montana Food Bank Network is happy to assist you further.

We appreciate your support! By your gracious efforts, you are helping feed thousands of fellow Montana's across the state. Thank you!

## Getting Started with the Basics

To get your food drive started on the right track, be sure to carefully consider these initial 10 steps:

1. Decide if your group will partner with any other groups or businesses.
2. Identify a person in the group who is in charge, as well as coordinators under this individual. Be sure coordinators have clearly defined tasks.
3. Pick a date and determine the duration of the drive. Drives can be as short as one day or as long as one month. Be sure and check community

calendars for potential scheduling conflicts.

4. Decide if the drive will be held at one place or at several locations.
5. Decide on the type of drive. Identify a target population of potential food donors. Decide if you will raise food AND money, or just food.
6. Secure a collection method. Medium sized boxes are ideal as they can be easily transported. Consider contacting a local grocery store and ask them to donate extra produce boxes.

7. Determine how the collected food will get from the collection site(s) to the MT Food Bank Network. Either volunteers can drive the food to the MFBN or a MFBN representative can pick up from the collection site(s).

8. Decide on a theme. Create a slogan and/or tag line for the drive.

9. Set a goal. This could be pounds of food collected or dollars collected.

10. Have fun!! The food drive will be a product of what you put into it.



## Publicity is Key...Start Talking!

So, you've nailed down all the nitty-gritty details, and it's time to start talking about your food drive.

Announce the upcoming drive to the community, friends, co-workers, neighbors and all potential participants. Consider writing a press release, advertising on the radio, TV, and newspaper, or even attending chamber of commerce meetings. Send out emails, create flyers, distribute handouts,

create payroll inserts and display posters talking about the drive. The more people who know, the more people who are likely to join in. People like to be informed about ways they can help. When they find out how easy it is to donate and what an impact it will make, they jump at the chance to participate.

Remember to locate a collection site within the building for participants to drop

off their food donations. Be sure the site is conveniently located and visible. Include plenty of boxes to collect food donations, general information on the food drive, information on where the donations are going, hunger stats, signage showing the goal of the drive and the progress made, lists of suggested food items and additional collection containers for individuals who want to give a monetary donation. And remember...Have Fun!

*Be sure and keep participants informed of the goal and the progress that has been made. This will keep everyone motivated to continue donating.*

## Drive, Drive, Drive

So...you picked a date for your drive, selected a theme, made a goal, you have a group of volunteers ready to help and everyone knows that you are running a food drive. It's time to start driving!

Be sure and keep all participants informed of the goal and the progress that has been made. This can be done through signage in high-traffic areas, announcements in meet-

ings and newsletters, or email blasts. This will keep participants motivated to continue donating.

Consider running an event in conjunction with your food drive. You could offer reduced admission, or substitute canned goods for cost of admission. For other creative ideas to build participation in your food drive, see below.

## Creative Ideas for Your Food Drive

Kick off the event with a Hunger Awareness Day or other opening day festivity. Ask your organization to match donations. Hold a simultaneous event and ask people to bring cans of food for admission. Give out empty grocery bags to drive participants to fill them with food. Foster competition among departments/classes/groups. Consider food theme days. Offer rewards and prizes to top donors. Hold a raffle, auction, book sale, bake sale or car wash. Provide perks to all participants regardless of how much they donate. Distribute a hunger fact each day of the drive. Offer a casual dress day for donating food. Encourage cash donations. Challenge participants to give more.

# I've Collected all this Food; Now What?



1. Get the food to the MT Food Bank Network, based on the method that was previously decided upon.
2. Clean up the collection site.
3. Recognize the coordinators

and the participants of the drive. Send out thank you notes, give out awards and/or consider planning a special thank-you event.

4. Create a final press release outlining the success of the food drive and share that with food drive participants and the community.
5. Take notes for the next food drive. Be sure to pay attention to what worked and what did

not work.

6. Consider bringing your group to the MFBN to repackage and sort the collected food.
7. Set a date with the MFBN for next year's food drive.
8. Congratulate yourself on a job well done! It's through your gracious efforts that the MFBN can feed thousands of hungry Montana's every year. Thank you for your support!

**REMEMBER,  
ONLY  
DONATE  
ITEMS YOU  
WOULD EAT.**

**THINK  
PROTEIN &  
THINK  
NUTRITION!!**

## Most Needed Food Items

The MT Food Bank Network needs the following nutritious foods:

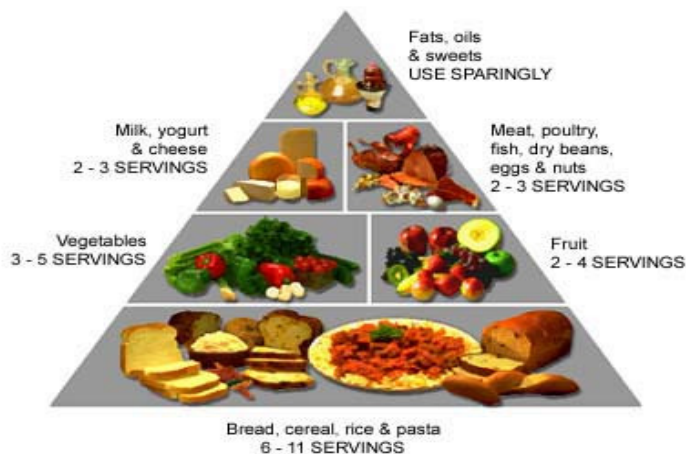
- Canned Meats (tuna, chicken, salmon)
- Canned Fruits & Vegetables
- Peanut Butter
- Canned & Boxed Meals (soup, chili, stew, macaroni & cheese)
- Canned or Dried Beans (black, pinto, kidney, lentils)
- Pasta & Rice
- Cereal (low sugar, high fiber)

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

## Food Guide Pyramid

Please donate wholesome, healthy and nutritious food items that have been recently purchased. A good rule of thumb 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.





## Montana Food Bank Network

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Toll Free: 800-809-4752

Fax: 406-542-3770

info@mfbn.org

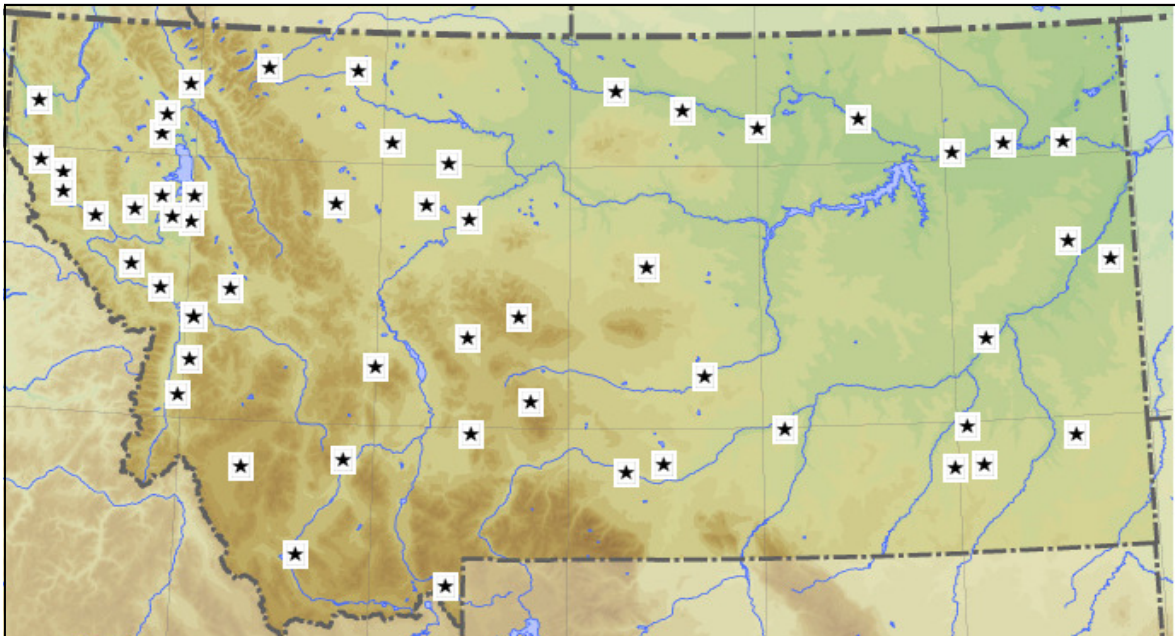
www.mfbn.org/volunteer

***Fighting Hunger, Feeding Hope!***

The Montana Food Bank Network (MFBN) is a state-wide nonprofit organization that was begun in 1983 to address the hunger problems of low-income Montanans. It's mission is to eliminate hunger in Montana through food acquisition and distribution, education and advocacy. The MFBN meets the needs of hungry people in nearly every community throughout the state by providing much-needed resources to food banks, pantries, rescue missions, soup kitchens, runaway youth homes, senior citizen centers, low-income day-care centers, and food assistance programs on Montana's Indian Reservations. The MFBN distributes food to 189 agencies across the state.

# Where do your donations go?

From Libby to Dillon, Glendive to Havre, The Montana Food Bank Network distributes food to 189 hunger-relief agencies across the state of Montana.



★ Denotes areas where the Montana Food Bank Network distributes food.

# NAME OF FOOD DRIVE

GROUP  
LOGO

Tag line/slogan of food drive

**Your Group, in conjunction with the Montana Food Bank Network, is running a food drive, and we need your help! Join in our efforts to raise XXX lbs of food to be donated to hungry Montanans across the state.**

**Dates:** The food drive will begin on XXX and conclude on XXX.

**Goal:** We are looking to collect XXX lbs of food. Please join in our efforts to meet our goal. We will also be accepting monetary donations that will go directly to the Montana Food Bank Network.

**Collection Site(s):** XXX, XXX and XXX. Please drop off your food donations between the hours of XXX and XXX.

**Questions:** XXX name, Food Drive Coordinator, phone number & email

**Remember:** You have the ability to make a change in Montana and help fight hunger. Bring your extra canned goods and non-perishable food items to us today!

## **Consider Donating the Following Items**

Canned Meats  
Canned Fruits  
Canned Veggies  
Peanut Butter  
Canned Meals  
Boxed Meals  
Canned Beans  
Pasta  
Rice  
Cereal



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