

STEPS TO PLAN A SUCCESSFUL FOOD AND FUNDS DRIVE

1| DECIDE WHAT TYPE OF DRIVE YOU WANT TO HAVE

- **Traditional Food Drive:** A traditional food drive invites individuals to donate non-perishable food at a strategic location during a specific time period. It requires a bit of heavy lifting, since the food will need to be transported from the collection receptacles to the food bank.
- **Virtual Food Drive:** A virtual food drive is a unique online tool that allows individuals and companies to create their own custom donation page to purchase food and raise funds. For more information or to register your virtual food drive, please visit fredfood.fenly.org
- **Funds Drive:** A funds drive is a collection of money which is then converted to one check or money order made payable to the Fredericksburg Regional Food Bank. These donations may be mailed directly to the food bank – **Attention: Donor Services, PO Box 1006, Fredericksburg, VA 22402.**
- **Combination:** Any of the above can be done in tandem to achieve maximum results. The value of the virtual food drive and funds drive is that the Fredericksburg Regional Food Bank can stretch a dollar much more than the general public by purchasing food at 40% below wholesale prices. Plus, they allow us to buy needed items most of the time.

2| DESIGNATE A FOOD DRIVE COORDINATOR

The Food Drive Coordinator is responsible for communicating with the Fredericksburg Regional Food Bank, promoting the food drive to your target audience, and coordinating the actual collection of food. Depending on how large your organization is, you may want to have several people serve on a committee, but there should only be one person in contact with the food bank.

3| DETERMINE THE FOOD DRIVE TIMELINE

Remember that food is needed year-round, so food drives can be conducted any time of year. Select a start date that allows sufficient time to organize the food drive and does not conflict with other campaigns and events. Generally, at least two months is suggested to plan a successful food drive.

4| REGISTER YOUR TRADITIONAL FOOD DRIVE

Once you've decided to coordinate a traditional food drive and have selected a timeframe, visit fredfood.org/food-funds-drive to register your event and request barrels. Please register a minimum of five business days prior to the start of your event to allow time to process your request.

5| DECIDE ON A CREATIVE THEME OR SLOGAN

When picking a theme or slogan, be creative and think about the audience you hope to engage. Here are a few suggestions:

- **Two for Two Tuesdays:** Bring two cans of food and \$2.00
- **Supper Sides:** Rice, mashed potatoes, pasta, yams, greens, beans
- **Fish Friday:** Tuna, Salmon
- **Peanut Butter & Jelly Day:** Low-sugar jelly, low-sodium peanut butter
- **Fruit & Veggie Mania:** Pears, peaches, apple sauce, pineapple, mandarin oranges, fruit cocktail, corn, peas, carrots, green beans
- **Dinner is Served:** Tuna Helper, stew, chili, pasta, soup
- **Spaghetti Week:** Pasta, sauces, mushrooms, tomatoes
- **Heart Healthy Week:** Foods that are low-sodium, low-fat, contain whole grains, fruits that are packed in juice.
- **Slogans:**
 - “Take a Bite out of Hunger”
 - “Spare Change Changes Lives”
 - “Hunger Doesn’t Take a Vacation”

6| SET A GOAL – AIM HIGH, WE NEED YOUR HELP!

Setting a goal for your food drive often helps motivate participants. Periodically provide supporters with updates on the drive’s progress and remind individuals to bring in their donations before the last day of the food drive.

7| PROMOTE YOUR FOOD DRIVE

Hang posters, hand out flyers, send memos, make announcements at meetings, put notices in your local newsletter, and display collection boxes early. Spreading the word is essential to your food and funds drive success.

- Hold casual-dress days at your office, where employees who donate a dollar or a canned good are allowed to wear jeans.
- Coordinate competitions between classes or departments for the most food collected. Have a raffle for prizes like movie tickets, amusement park tickets, and restaurant gift cards.
- Set goals and reward students or employees with a party or no-homework day when goals are met.
- If holding a drive at a school, consider starting a ‘Read-to-Feed’ program, in which family and friends sponsor students and donate cans based on how many books they read.
- Consider hosting a ‘Food for Fines’ event in which people can pay overdue library fines with non-perishable food donations.
- Try to “stuff” an office, school bus or car with food.
- Check with your Human Resources department regarding the possibility of a special corporate match either by \$ per pound of \$ for \$ match to inspire and show support of their employees’ efforts.
- Have a brown bag lunch day and donate the money that would have been spend on lunch to help feed the hungry instead.
- Run your food drive in conjunction with special events using canned food donations to reduce the price of admission.
- Work with the media for publicity and send out a press release to local newspapers or work with your local radio station.

8| DESIGNATE COLLECTION POINTS

Depending on the size of your organization, you may want to have several collection points in high traffic areas. Filled boxes will be heavy, so you may want to consider placing them on the ground floor or in areas that are in close proximity to elevators and exits. Check frequently for overflow and have a storage area available, perhaps an empty office or closet.

Note: one way to avoid many of these logistical issues is to host a monetary collection or participate in a virtual food drive. For every \$1 donated, the Fredericksburg Regional Food Bank can provide 2 meals to those in need. Both monetary and virtual food drives can also be held in tandem with traditional food drives.

9| DELIVER DONATIONS OR ARRANGE FOR PICK UP

Upon completion of your food drive, please deliver closed boxes of food, well-marked with your organizations name, to the Fredericksburg Regional Food Bank at 3631 Lee Hill Dr, Fredericksburg, VA 22408. We are located off Route 2 in the Lee Hill Industrial Park between the Fredericksburg Fairgrounds and Shannon Airport.

HOURS OF OPERATION

The warehouse is open from 8:00 am to 4:00 pm Monday through Wednesday and 8:00 am to 3:00 pm Thursday through Friday for food drop-offs. Upon arrival at the facility, proceed to the front desk in the warehouse entrance where a food bank employee will provide a receipt for your donation.

PICK UP REQUIREMENTS

The Fredericksburg Regional Food Bank offers pick-up services if your drive collects 500 items or more. Requirements for pick up include:

- Food must be boxed for pick-up with the name of the collecting organization on the outside of the box.
- Food must be located on the ground level of the building.

Please schedule a pick-up as soon as possible by calling the Fredericksburg Regional Food Bank at 540-371-7666 x 147. Pick-ups are only made Monday through Thursday. Please allow up to one week for your food to be picked up.

MONETARY DONATIONS- CASH OR CHECK

Our drivers are unable to accept cash or check donations. These donations may be mailed directly to the food bank – **Attention: Donor Services, PO Box 1006, Fredericksburg, VA 22402.** Please include your food drive information if you have either of these.

10| CELEBRATE YOUR SUCCESS!

Thank everyone who participated and share your results! Your generous support allows us to continue to provide food assistance to more than 30,000 food insecure neighbors across our community.

CONTACT US

If you have any questions about hosting a food or funds drive, please contact:

Stephanie Sherrill
ssherrill@fredfood.org
(540) 371-7666 x 147