

STEPS TO PLAN A SUCCESSFUL FOOD AND FUNDS DRIVE

1| WHAT TYPE OF DRIVE?

- **Traditional Food Drive:** collect 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:** We are prioritizing the health of our neighbors and supplying more nutritious food! 100 % of all funds donated go to the purchase of fresh groceries and pantry items. Visit fredfood.fenly.org
- **Fundraiser:** Donations may be mailed directly to the food bank – **Attention: Donor Services, PO Box 1006, Fredericksburg, VA 22402** or contact ssherrill@fredfood.org for more information.
- **All of the above:** We are grateful for every type of support!

2| WHEN? DETERMINE TIMELINE FOR CAMPAIGN.

Choose your start date and how long you would like your campaign to run! Consider your audience and their attention span.

4| REGISTER YOUR TRADITIONAL FOOD DRIVE

Visit fredfood.org/food-funds-drive to register your event and request barrels (first come, first serve). Please register a minimum of five business days prior to the start of your event to allow time to process your request.

5) HER GUIDELINES AND STOCKING PANTRIES WITH NUTRITIOUS FOOD

Along with other food banks across America, we are incorporating the [Healthy Eating Research \(HER\) Guidelines](http://www.healthyeatingresearch.org) into every aspect of our work, including Food Drives! This is a standard set of nutrition criteria that intends to improve the quality of foods in food banks and pantries in order to increase access to and promote healthier food choices across the charitable food system, allowing all people in the United States—regardless of income—**access to the foods necessary for an active, healthy life.**

We have provided a BEST FOOD TO DONATE flyer that will help inform your supporters. More information about the expert panel methodology and the detailed recommendations can be found in the full report at: <http://healthyeatingresearch.org>. If you have any questions about FRFB's initiatives please contact, Latifah Lee at lalee@fredfood.org or (540) 371-7666 ext. 133

5| CONSIDER A THEME OR SLOGAN

Food insecurity is serious but your food drive can be FUN!

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.

9| DELIVER DONATIONS OR ARRANGE FOR PICK UP

Upon completion of your food drive, please deliver closed boxes of food, well-marked with your organization's 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 131. 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 with your gift.

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 27,000 food insecure neighbors across our community.

CONTACT US

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

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