

## **Tips for Planning Food & Fund Drives**

Food and Fund Drives are a fun and easy way to support the Central Virginia Foodbank! Increased efficiency in production due to new technology in food manufacturing has significantly reduced, and in some cases totally eliminated overages which traditionally came directly to the Central Virginia Foodbank. Add the significant increase in food and transportation costs along with the ever increasing need and you can see why food drives are more important than ever.

By hosting a food & fund drive at your company, school or place of worship, you help us to continue to meet the needs of so many people in our community. Here are some guidelines to follow that can make it easier to plan your food & fund drive and easier for the Central Virginia Foodbank!

The following steps and ideas will help guide you and trigger your imagination for other creative ideas to raise food and money. If at any time you need help or have questions, please don't hesitate to contact **Brenda Miller, Food Drive Coordinator, at (804)521-3272.**

### **Plan ahead**

Select a leadership committee to plan your strategy and theme. Determine the start date and length of your drive.

### **Set a goal**

Decide how many pounds you want to collect or how many meals you would like to provide. An average meal is one pound. An easy way to do this is to set a goal for each participant and multiply this figure by your total head count. If your group or company has a competitive spirit, you may want to provide an incentive or reward for the most pounds or meals provided on a per capita basis. An award structure can be a helpful guide before you set your goal!

### **Register Your Food Drive**

Register your food & fund drive either online or by calling 521-3272. We love to know what is going on in the community!

### **Supplies**

Boxes and/or Barrels along with signs are available at the Foodbank and flyers & posters can be downloaded from our website. We encourage you to pick those items up at the Foodbank, if possible, to help us conserve our transportation resources. If that is not possible, please call to make arrangements for delivery.

### **How to get your donations to the Foodbank**

Again, we encourage you to deliver your donations to the Foodbank, if possible, to help us conserve our transportation resources. If that is not possible, please call 521-3272 and we will make arrangements to pick up your donations.

## Get management involved

- Encourage executives to show their support by sending email, voicemail or letters.
- Have your company match employee donations. For example, your company might give \$1 for each pound of food raised.
- Schedule a day a volunteer day at the Foodbank or our Community Kitchen for executives and their staff.
- Challenge an executive to perform an outrageous activity if your goal is met.
- Approach management about becoming a Food Drive Sponsor.

## Promote your drive

- Organize a kick-off event to build enthusiasm. Structure the event around your Food and Fund Drive theme. Create or obtain posters from the Central Virginia Foodbank.
- Hand out shopping lists of most needed foods (available on our website). We can tell you what they need most from season to season.
- Display weekly or daily totals in high-traffic areas or announce totals using email to keep people up to date and involved.

## Make it fun and simple to participate

- Place grocery bags for collection at every employee or student desk.
- Hold an event (a dance, sporting event, card party, or concert) and charge a can of food for admission.
- Sell "jeans day" or "casual dress day" passes to your employees in exchange for donations.

## Encourage Monetary Donations

- For every dollar donated to the Central Virginia Foodbank, we can provide 5 meals to the hungry.
- Monetary donations are tax-deductible and can be made in three ways: checks can be made payable to CVFB and should note your organization's food drive in the memo section of the check; cash donations should be accompanied by the donor's name & amount donated if an acknowledgement for tax purposes is needed; and online donations can be made at [www.cvfb.org](http://www.cvfb.org) "Give Now" and should note your organization's food drive under "credit this food drive".
- Don't forget Matching Gifts, if your company offers them, and double your gift.

## Utilize exciting competitions and creative themes

- Create competitions with lots of categories - largest individual donation, most protein, most unusual food or match your weight with pounds of food.
- Have Macaroni Mondays, Tuna Tuesdays, or Peanut Butter Week to encourage donations of high protein foods.
- Encourage buildings, departments or classes to challenge each other to a competition.
- Create a point system based on food categories such as 5 points for high protein sources such as peanut butter or canned tuna, chicken, etc.; 4 points for breakfast cereal, etc.

## Celebrate your success!

Host a recognition party rewarding the competition winners with humorous prizes; take pictures and include in company newsletter or post on company website. Be sure to recognize all participants-- each pound of food provides one meal for one person so **every participant makes a difference**

