



Organize a Food & Fund Drive

In addition to food drive volunteers, it is also important that everyone donating items be given the opportunity to learn about hunger and how their donations will be used. We recommend that the organization running the drive review and use the enclosed "fact sheet" which includes information on poverty and hunger, along with some background information on Valley Outreach. We would be happy to assist on all aspects of this process. Please don't hesitate to contact us with any further questions or concerns.

Plan Ahead

- ✦ Contact Valley Outreach (agency) - they may be able to supply barrels and/or plastic/paper bags for food collections. Also, they can let you know what items are most needed at the time of your food drive.
- ✦ Determine how many collection barrels and/or bags you will need - grocery stores are often willing to donate bags for the collection.
- ✦ Create posters and flyers to generate awareness of hunger issues and food drives.
- ✦ Donation envelopes - for those wishing to make a monetary donation.
- ✦ Establish a committee to organize the food drive and delegate responsibilities.
- ✦ Divide your organization by department, floor, grade, etc. and choose a food drive leader for each.

Establish Basics

- ✦ Create a theme! Make it FUN! Themes often help generate excitement around a food drive and aid in the creation of promotional materials.
- ✦ Set beginning and end dates for the drive.
- ✦ Determine collection sites and who will deliver items to the agency at the end of the drive.
- ✦ Set a goal for how much food and/or money to collect (i.e. one million pennies, total weight of students/employees = pounds of food to collection, certain number of bags of groceries).
- ✦ Communicate above information to all participants.

Promote The Food Drive

- ✦ Create promotional materials that will help build awareness about hunger issues, your food drive, and encourage maximum participation.
- ✦ Hold contests for designing posters and flyers. Tap into the creativity available in your school/business/congregation.
- ✦ Include food drive information in take-home notices, pay stubs, school newsletters and calendars.
- ✦ Notify your local community centers, churches, libraries, and the media about your event.
- ✦ Distribute flyers and posters around your community.
- ✦ Use slogans that relate to your school and the food drive.
- ✦ Mark your progress with a thermometer or tally board-especially if the drive is longer than one day.
- ✦ Afterwards, announce the results of your collection efforts to your community.

Educate The Participants

- ◆ Is it important that both donors and the food drive participants are educated about hunger problems and hosting a drive.
- ◆ To increase the awareness of hunger issues try one of these ideas:
 - ◆ Arrange for the Valley Outreach staff member or volunteer to come talk to your school
 - ◆ Take a field trip to the Valley Outreach
 - ◆ Schedule a volunteer day at the food shelf

Show Your Appreciation

- ◆ Recognize committee members, participants, sponsors and volunteers for their hard work. Host a pizza party or ice cream social in their honor! Have students create hand-made thank you notes.
- ◆ Check-in with the receiving organization(s) after the delivery of the donations. It is important to keep the lines of communication open even after the food drive has ended.
- ◆ Give prizes for multiple categories.

You are doing important work. Your efforts will make a difference.
Remind yourself and others: Have Fun!

Visit www.valleyoutreachmn.org for more ideas, complete *Fund & Food Drive* information, listing of preferred foods, and pdf copies of all enclosed documents.