

# HOSTING A DRIVE FOR VALLEY OUTREACH TOOL KIT





# HOSTING A DRIVE

Thank you for considering a food, clothing, and/or fund drive to support Valley Outreach!

Valley Outreach welcomes anyone who comes to us in need of food, clothing and support navigating resources. Through generous donations, we can offer these services free of charge to anyone who walks through our doors.

# READY...



Decide what type(s) of drive you are hosting. Pick one, two, or all three!

- ☐ Food drive
- ☐ Clothing drive
- ☐ Fund drive



Decide who will be involved (select all that apply).

- ☐ Just me
- ☐ A group – Friends, co-workers, etc
- ☐ Adults
- ☐ Children



If doing a group drive, decide who will serve as the team leader/liaison and point of contact.



Set a goal!



Set a start and end date.



Consider a theme and amplify it with some friendly competition or a challenge.



Read through the donation guidelines and top needed items on pages 4 and 5 to help ensure your drive is successful and meeting our guidelines.

# SET...



Start planning your promotional campaign – how will you get the word out? Emails, social media, or a kickoff party ... the ideas are endless! Use our promotional materials.



Get the collection areas set. You can pick up a collection bin to use for your drive at Valley Outreach - just contact us to schedule a pick-up time by emailing [info@valleyoutreachmn.org](mailto:info@valleyoutreachmn.org) or calling 651-430-2739.



Set up your online fundraising page on <https://www.givemn.org/organization/Valley-Outreach>.

# GO!



Tag @ValleyOutreach on social media so we can see updates on your drive and share them on our channel.



Sort through donations as they come in to put like items together.



Plan to drop off in-kind donations during donation hours once the drive is complete. Check our website / social media for current donation hours.



# FOOD DRIVE

Valley Outreach welcomes donations of non-perishable, unopened food, personal care items and household paper products for the food shelf.

## Top Food Shelf Needs

- Cash: \$25 cash donation goes a long way in purchasing food. For every dollar we receive, we can purchase \$8 to \$10 worth of food
- Spices and Oil: Salt/pepper, garlic, cumin, cinnamon, salad dressing, condiments, olive oil
- Canned Meats: Tuna, chicken, salmon, sardines
- Grains: Pasta, whole grain pasta, rice, quinoa, couscous
- Household Paper Items: Paper towels, toilet paper
- Shelf Stable Items: Whole grain, hot or cold, kid-friendly cereal and ready to eat soup
- Hygiene Products: Soap, shampoo/conditioner, toothpaste, toothbrushes, tampons, and maxi pads

## Donation Guidelines

- Sort through your donations before bringing them to Valley Outreach; do not donate open items or expired food items.
- Donate your cleaned and sorted garden gleaned produce; if you grew it, we can accept it as a donation. Bring your extra squash, peppers, zucchinis, and tomatoes our way!
- Do not donate frozen foods or perishables you didn't grow.
- Please bring donations during drive up donation hours.
- If you would like a total weight for your food drive, please fill out the Food Weight Form and hand it to the donation volunteer or staff person directly. If you have multiple deliveries, make sure to note that in the form so a total can be provided after all the deliveries have been dropped off.

# CLOTHING DRIVE

Valley Outreach welcomes donations of new and gently-used, in-season clothing for everyone in the family. Clients shop for high-quality clothing, free of charge, through our clothing program, StyleXchange.

## Top Clothing Needs

- **April - September:** Shorts, sandals, swimsuits, tees, light jackets, tennis shoes, summer hats, polo shirts
- **October – March:** Warm coats, sweaters, snow pants/suits, snow boots, waterproof gloves & mittens, hats and scarves

## Donation Guidelines

- Sort clothing donations in containers such as bags, boxes, or totes that you don't need back. We cannot accept loose items, or items on hangers.
- Pre-sort donations so that like items are together. I.e., women's clothing in one container and children's clothing in another.
- Remove any garage sale stickers or tags.
- Recycle or throw away rags and unwearable items.
- Please bring donations during drive up donation hours.
- Please wait in your car – a donation attendant will come to assist you. Do not come into the warehouse.
- The donation attendant may do a brief inspection of your items before accepting them.
- We reserve the right to refuse donations that do not meet our guidelines.

# FUND DRIVE

Beyond in-person food and clothing drives, you can set up fund drives, too! You can encourage text to give or host an online fundraiser through the GiveMN platform.

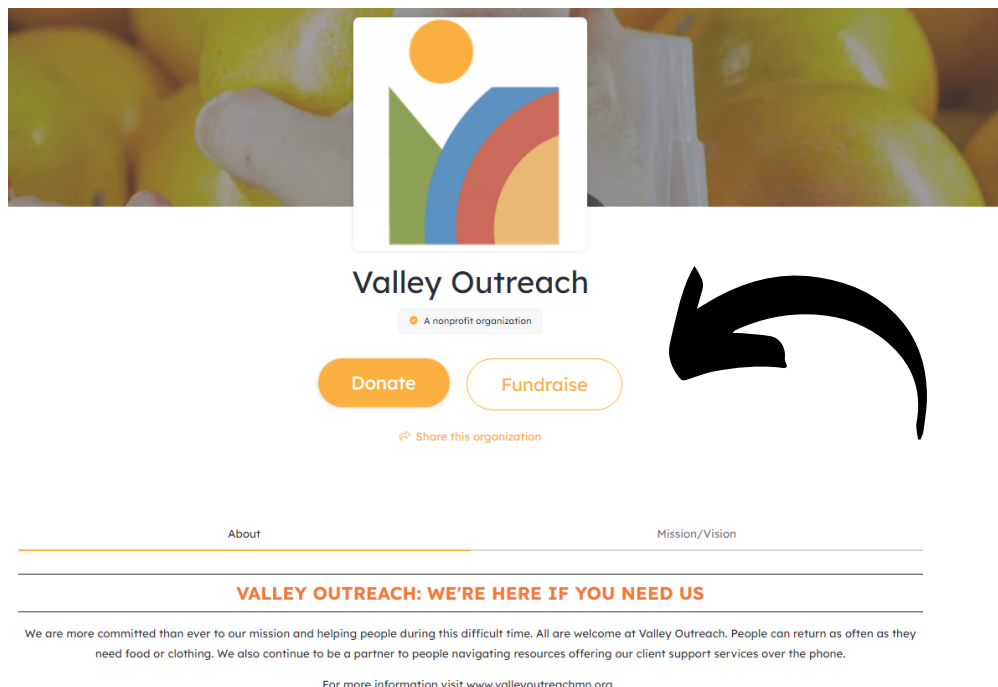
## Text to Give

Text "VOGIVE " to 243725  
to make an online donation!

## Online Fundraiser through GiveMN

Fundraisers through the GiveMN platform are an easy way to raise money online. Set up the fundraiser for Valley Outreach and customize it to your heart's content. Then, you can share with your friends, family, and networks.

Visit [www.givemn.org/organization/Valley-Outreach](http://www.givemn.org/organization/Valley-Outreach) and click on "fundraise" to set up your own fundraiser.



# PROMOTING YOUR DRIVE

When you host a drive for Valley Outreach, you help feed hungry people and provide other necessities to individuals and families.

Whether you are hosting an individual drive or a group drive or if it's adults or children, picking a theme can help facilitate the process. Use our materials to help promote your drive!

## **Food Drive Posters**

- Cooking essentials drive
- Baking Ingredients Drive
- Household paper goods drive
- Personal care items drive
- Feminine hygiene products drive

## **Clothing Drive Posters**

- April - September: Spring / Summer Gear Clothing Drive
- October – March : Winter Weather Clothing Drive

## **Email Template**

## **Social Media Samples**

## **General One-Pager**

## **Infographic**

## **Activities for Kids**



# EDUCATIONAL RESOURCES

- Children and adults face hunger in every community across the country. Your neighbor, child's classmate or even coworker may be struggling to get enough to eat. Explore the [Map the Meal Gap interactive tool](#) to learn more about hunger in your community.
- Food security is a federal measure of a household's ability to provide enough food for every person in the household to have an active, healthy life. Food insecurity is one way we can measure the risk of hunger. [Learn more about food insecurity](#).
- Many people facing hunger are forced to make tough choices between buying food and medical bills, food and rent or food and transportation. This struggle goes beyond harming an individual family's future, it can harm us all. [Learn more about the consequences of hunger](#).
- The last year has brought into sharper focus health and economic inequities within Black, Latino, and Native American communities in the United States. These inequities are generational implications of inadequate access to basic needs such as food, clean water, housing etc. [Learn more](#).

# EMAIL TEMPLATE

Hello (*neighbors, colleagues, friends, team, etc*),

Please help support Valley Outreach by contributing to the (*food, clothing, and/or fund*) drive taking place from (*start date – end date*).

Vally Outreach is a community-powered nonprofit that provides food, clothing, and support to people who need help.

Our goal is to raise ( *\$\_\_ dollars, \_\_ pounds of food, \_\_ items of clothing, etc*). In-kind donations can be dropped off at (*insert location / times*) or you can make a donation online at (*insert online fundraising page link*).

Thank you for your support!

# SOCIAL MEDIA EXAMPLES

Make sure to like and follow our page before tagging us!

**Facebook:** @ValleyOutreach

**Instagram:** @valleyoutreach

**LinkedIn:** @Valley Outreach

## **Sample post 1:**

Help fight hunger! *(Insert person, company, group, org, etc)* is hosting a *(food, clothing, and/or fund)* drive to support @Valleyoutreach. Our goal is to *(insert goal)* by *(insert end date of drive)*. Your support helps Valley Outreach provide neighbors in need with much needed items.

## **Sample post 2:**

We need your help! *(Insert person, company, group, org, etc)* is hosting a *(food, clothing, and/or fund)* drive to support @Valleyoutreach.

Valley Outreach served more than 31,400 individuals last year! They are on track to assist even more people in the coming year. Please consider donating.



# SPRING / SUMMER GEAR Drive

BENEFITTING  
VALLEY  
OUTREACH



WE NEED NEW AND  
GENTLY USED ITEMS  
FOR EVERY MEMBER OF  
THE FAMILY  
IN ALL SIZES



- Shorts
- Sandals and tennis shoes
- Swimsuits
- Tees and polo shirts
- Light jackets
- Summer hats



[www.valleyoutreachmn.org](http://www.valleyoutreachmn.org)

**Locations:**

**Dates/Times:**





Valley Outreach helps people move their lives forward through basic needs services and personalized support.



We offer food, clothing and help accessing social supports at no cost.

Learn more on our website today.  
[valleyoutreachmn.org](http://valleyoutreachmn.org)



# WE ARE COMMUNITY-POWERED

*Your financial gifts help us provide people with a wide range of support*



## 31,400+

people used  
our services



### In 2023

We distributed food for  
**more than 2.3 million meals.**



We distributed more than  
**135,000 items of clothing.**



We assisted **1,604 households**  
through deeper client support.



**445 volunteers** donated  
**23,258 hours** of their time.





Date: \_\_\_\_\_

## **Request for Food Donation Drive Total Weight**

Please allow 1-2 business days after dropping drive donations for weight to be emailed to you.

**Organization Name:**

\_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**For Valley Outreach to Complete**

***Volunteer instructions:*** Record total weight for this drive and give this form to Grace/Tony/Bob to share with Debbie.

**Food Donation Total Weight:**

\_\_\_\_\_