



RIVER BEND FOODBANK

Feeding the Hungry Since 1982

A Member of
**FEEDING™
AMERICA**

Food and Fund Drive Coordinator's Kit

Thank you for hosting a food or funds drive to benefit the River Bend Foodbank. This guide contains information and suggestions for running your food drive. If you have questions regarding this information, please contact the Food Drive and Special Events department at tcbloughlin@mchsi.com or 309-781-8401.

In this guide:

- ◆ Ways to Help
- ◆ Running Your Food Drive
- ◆ Getting the Most from Your Food Drive
- ◆ Ideas
- ◆ How to Contact Us

Ways to Help

1. Raise Money

The Food Bank relies on financial donations for basic operating costs such as food procurement, trucks, drivers, and many other distribution expenses. As part of a nationwide food rescue network, the Food Bank can stretch the value of financial donations, **distributing \$9 worth of food for every \$1 donated.**

There are two ways to ***donate***:

Donate online

<http://www.riverbendfoodbank.org/donate>

This is the fastest, easiest way to make contributions.

Just let us know that this donation is tied to your food drive!

All donors will receive an acknowledgement and tax receipt by email. The Food Bank can provide a report of total donations to your coordinator upon request.

Donate by check, credit card or cash

Participants should return the Food Bank **Donation Form** with their check or credit card information, or send a list of donors with any checks and cash so that we can properly credit donations. All donors that provide contact information will receive a letter of acknowledgement and tax receipt for their donation.

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2. Raise Food!

Community food drives are an excellent source of high-quality food for the agencies we serve. Keeping food bank barrels in your location reminds your staff to support the drive. Even if your primary goal is raising money, giving food makes many people feel more connected to the mission of feeding hungry people in the Quad City area

You can order barrels by calling the Food Bank at 309-781-8401.

Please allow 3 – 5 business days for scheduling barrels during November and December.

What foods are **needed most**?

The ***Shopping List Flyer*** contains our most needed food items. Some general guidelines:

- Only donate items that you would eat.**
- Check that items are still within their “Use before” date.**
- Avoid glass items, which can break. If you do collect glass items, try to wrap them separately.**
- We can only accept unopened items. We can accept opened packages if the internal packaging is still intact.**

Best Choices:

Rice
Pasta
Proteins like tuna or canned meats
Peanut butter
Stews and soups
100% fruit juices
Canned fruits and vegetables

Items to avoid:

Sugary snacks
Instant desserts
Soda
Candy

3. Volunteer

Volunteering at the Food Bank is a great way for your members to become partners in the fight against hunger. Drives that include volunteerism are often much more successful. Volunteers provide critical support to the Food Bank by inspecting, sorting, and packing or shelving donated food. Contact our Volunteer Services Department at tcbloughlin or 309-781-8401 to schedule a volunteer group. Volunteer shifts are available every day of the week.

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Running Your Food Drive

1. Set Your Goals

Setting a target will make your food drive more effective. First, decide whether your organization will raise food, money or both. Then calculate the goal based on the amount previously raised or by the number of participants, such as one pound per person. To make the goal more meaningful, you can convert pounds of food and dollars to the total number of meals using the formula of 1 pound = 1 meal and \$1 = 4 meals:

_____ Pounds of food raised

+

(\$ _____ Dollars x 4 meals/dollar)

= Total meals

2. Register Your Food Drive

Call the Foodbank 309-764-7434 ext 4 or email tcbloughlin@mchsi.com with Company Name, Contact Name and Information and dates of the Food Drive.

3. Promote Your Food Drive

Use our posters, sample letters and flyers to encourage members of your organization to participate (see the list in the **Materials and Forms** section). If you are collecting financial donations, encourage participants to contribute online with our **Donation Form**. Keep everyone updated on progress. See the **Ideas & Inspiration** section for creative ways to make your drive a success.

4. Announce Your Results

The River Bend Foodbank will send an acknowledgement for your donations. Make sure to announce the results and thank everyone who contributed to the success of your drive. If you would like someone from the Food Bank to attend a check presentation or awards ceremony, please let us know.

Surprisingly, the most successful food drives are not always those held by the largest organizations.

What's the secret?

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Getting the Most from Your Food Drive

Leadership

- Ask an executive to be the “champion” for your food drive. Ask them to make a personal appeal to staff (customize our sample executive letter) or make a leadership gift.
- Make a challenge. Ask your organization to match donations or make a challenge gift. People are more motivated when the value of their contribution is extended.

Communication

- Set a goal at the start of the drive. Display **Food Drive Posters** with your goal at entrances, cafeterias, lounges, or other prominent locations.
- Distribute the **Shopping List Flyers** and **Donation Forms** to participants.
- Send email or communications updates. Remind participants of the drive deadlines.
- Individual donation envelopes are also available from the Foodbank upon request.

Fun

- Set up competitions between groups or floors to create excitement. Offer prizes or recognition to the winners.
- Hold a party or fundraising event to get people involved. See our **Ideas & Inspiration** section.
- Schedule a group to volunteer at the Foodbank.

Ideas

Hold a Competition

Challenge different departments to see who could raise the most food. Compete for prizes and participation will absolutely increase..

Food Drive Event

Ask those attending the annual holiday party, to bring a food donation or a financial contribution to the Foodbank as the price of admission.

Food Drive Drawing with Prizes

Hold a raffles with the proceeds going to the drive can really kick start the effort!

Skip a meal, “Feed a Friend”

Participants can donate money saved by not going out for lunch to the food drive

Run an “Ad Campaign”

Post ads or posters in the workplace to remind employees to contribute, making their drive the biggest ever.

Bag of Hope

Encourage participants to provide a whole meal to a family. Create a menu and the list of suggested donations. Make a day display with suggested menu ingredients for participants to donate a meal of food items for an individual or family.

Contact Us

Please let us know of your interest in helping out the needy in your area.

Call: 309-764-7434

Email: tcblauglin@mchsi.com