



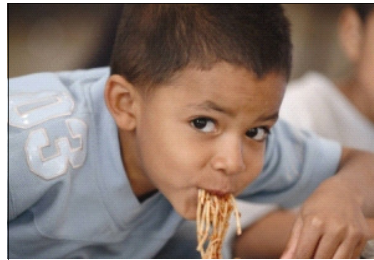
Coordinator Manual for Successful Food Drives

**Best Practices
And Ideas**

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A Food Drive is HARD to do, Right??



Providing nutritious meals to people and families of all ages.

NO WAY! This guide will assist you in having not only a successful food drive to help hungry families, but will also allow you to have some serious fun in your organization. In Lubbock, Texas, the South Plains Food Bank and its network of agencies provide food for an estimated 84,000 different people annually. In any given week, 18,300 different people receive assistance with families and children facing the greatest need. Twenty five percent of the households served by the SPFB have children under 18. Seven percent of those we serve have children under 5 years of age and 13% of the clients we serve are elderly.

This is a time in our history when the need is even greater than before due to unemployment, economic situations or other hardships. Your food drive will help people and families that are have to do without food but it also assists people that are food insecure. These are people that might have to make decisions between food or other necessities in a short term basis. We have a fantastic community of caring people that make your Food Bank a place that not only dispenses assistance in the form of food but gives hope. We invite you to come out and see the Food Bank with a lunch and tour held every 3rd Thursday of each month, so come on out and say, "HI!"

We are proud of our mission to feed the hungry but we could not continue this mission with out the assistance of volunteers like you and our donors!

What Kind of Help is out There?

You are not in this alone!! We LOVE our volunteers and want to be there to assist in any way possible and the food we receive from drives and donations will go directly to families in need. Once you register your drive, we can provide food collection containers and set up a pickup time once the drive is completed. All that remains is to plan, set a goal and promote your drive. Many people have created an exciting atmosphere around the drive building an annual tradition of giving that is both fun and rewarding using some of the ideas in this manual. We can also come out and speak to the staff or anyone interested in the Food Bank as well as kick off the food drive.

Thank you for your interest in helping us provide food to those in need!

Increase Interest for Success!

A little planning goes a LONG way.

Select a contact person to manage logistics, set goals and market the drive. Some goals you might consider could be pounds of food per person, number of meals or dollar amount in lieu of food items. This person would also be responsible for finding a place for the collection containers and marketing the drive with fliers and posters. We may be able to assist with any website or social media marketing. Please call Vangelia Perryman at (806) 535-4346 for these requests.



Timing is everything.

Find a limited time period around a holiday or special event to add energy. The end of the year is a popular time for drives but the need for food is year-around.

There are MANY ways to have fun!

Get people interested in the cause with some fun ideas. If you don't have any, feel free to try some ideas in the [Fun Hints and Ideas for Your Drive](#) section on page 3.

Step One: Plan Ahead

An involved leader is key to make the drive a success. The first thing to do is register with the SPFB to arrange for delivery and pickup of barrels if necessary.

Promotion of your drive is a huge foundation for success.

Consider a special event to kick off the drive and spread the word. This can be done with a special meal or snack break to inform and create excitement. Make sure to follow-up with email, signs, flyers and paycheck inserts.



Encourage executives or other leaders to show support with an email or other communication. They may also be able to facilitate a "matching program" to add to the collection and success of the drive in other ways.

Finally, have a method of keeping the participants updated with progress reports as you track the progress to your goal. A visual chart is helpful to allow participants to see progress to the goal.

Step 2: Start the Drive!



The drive can incorporate some fun activities that will encourage donation and allow people to have a little fun. You could consider competition between groups, let people dress differently when they bring cans or bring attention to the drop off containers with a contest to decorate the barrels or other donation boxes with the winner getting some kind of prize. The decorated collection containers should be in a visible area in addition to signs and/or other promotional items.

Some additional ideas are included below and feel free to come up with some creative ideas on your own. A list of desired food is listed on Page 4.



Fun Hints and Ideas for Your Drive



- Give each person a paper/plastic bag to return filled with food.
- Host a “food of the day drive.” Have participants bring a certain food for each day of the week. For example, Macaroni Monday, Tuna Tuesday, Wheaties Wednesday, Turkey Thursday, Fruity Friday.
- Host competition with various departments or groups to collect different food groups. Have these groups to come up with catchy names and offer a special prize for the winners.
- Participants able to participate in special events such as casual clothing day, longer break, drawing for donated items or free lunch if they bring a determined number of cans.
- Ask people to bring a sack lunch and donate the equivalent to what they would have spent eating at a restaurant.
- Office atmosphere: Request donations when someone is late to a meeting, a cell phone rings during meeting, swears in the office, etc.
- People can always donate online at www.spfb.org if they prefer and we can add a designation that will credit your drive.
- Come up with a Big Dare- If a goal is met, have the boss shave their head, get hit with a cream pie, kiss a pig or duct taped to a wall.

It's Over, Now What?

Now that you have successfully completed your drive you have two options. The food and/or money can be taken to the Food Bank or we can pick it up at the time you designated during registration with our heartfelt gratitude.

Once we weigh food and/or count monetary donations, we can supply any documentation you would like for your records.

Now celebrate the drive with your participants with a formal recognition ceremony or party and let people know the enormous impact of their efforts.



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Desired Food List

Below is a list of items we use to prepare the dry portion of a food box, which will help a family of four for one week. (Please note: Non-glass items only please.)

Basic Foods

- Canned meals (such as spaghetti, pasta dinners, chili)
- Peanut butter and Jelly
- Hearty canned soup (with meat)
- Macaroni and Cheese, Tuna or Hamburger helper (or other dry box product).

Meat/High Protein Group

- Canned fish including tuna, salmon, sardines or other fish
- Nuts and seeds
- Rice and Beans

Dairy

- Powdered and evaporated milk
- Puddings and custards

Fruits and Vegetables

- Canned vegetables
- Canned fruit
- Canned juice

Breads, Cereals & Pasta

- Hot and cold breakfast cereals including oatmeal and cream of wheat.
- Baking mixes: Pancake, corn bread, cake/frosting, quick breads.
- Crackers
- Corn oil/shortening
- Flour
- Sugar

Cans with pop-tops are helpful for clients who are homeless or have other special needs.

Foods such as no salt vegetables, fruit packed in its own juice and other "light" items are needed for clients who are diabetic or have other special dietary requirements.

For the safety of those we serve, the South Plains Food Bank is unable to accept open packages, homemade food items, perishable foods, or items with expired dates.