



## *Gathering the Groceries*

### **How To Make Your Food Drive A Success**

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#### **HUNGER HURTS**

We've all missed a meal at one time or another; but think about the pain and fear of having no food, no money to buy food, and no prospects for a solution to either problem. Think also about the pain that you would endure if you saw your loved ones hungry and had no way to feed them.

The problem is closer to home than you think.

- 731,900 people received food assistance in 2009 through Second Harvest. This is an increase of 152% from 2006.
- 33% of the households include at least one employed adult.
- 69% have incomes below the official federal poverty level.
- 47% of the members of households served by Second Harvest Food Bank of Central Florida are children. This number is up nearly 100% from 2006.
- 10% are homeless.

#### **GETTING STARTED**

A successful food drive can be simple with a little thoughtful planning. Individuals can be designated to take responsibility for the following tasks:

- Overall coordination of the food drive, including the publicity, promotion, physical collection and delivery of the food donations and communication with the Volunteer Services Manager at Second Harvest Food Bank of Central Florida.

## **PUBLICITY AND PROMOTION**

A plan to publicize the food drive and encourage support is essential to your success as is generating awareness, interest and enthusiasm.

**Fliers** - An inexpensive, simple flier that can be used, as a small poster is very important to your food drive campaign. For example, fliers can be used as tray liners in your cafeteria or break room, distributed at meetings, through inter-office mail or in classes, as an insert in a newsletter, church bulletin or other publication.

**Social Media**- Mention your food drive on Facebook to all your friends/co-workers.

## **THEME**

A food drive theme can set the tone for much of your promotional material. Choose a theme that connects to the interests of your organization and responds to its feelings about hunger in our community. A grocery store sponsored a food drive among its patrons with the theme, "Fill Your Cart and Fill Your Heart." A video store used the theme, "Fast Forward to End Hunger." A school held a competition to see which grade could fill the most sacks full of food, and called the event, "The Great Sack Race." Be creative!

## **KEY MESSAGES**

It is important to communicate these key messages in your publicity efforts:

- The real need in the community. Use statistics and examples similar to those on the previous page, which will allow people to relate to the food drive's purpose. The specific types of food needed.
- How easy it is to contribute and the worthiness of the cause.
- That all donations are distributed free of charge to the needy in our Central Florida community.

## **SAYING THANKS**

If you have a budget to work with, you might consider purchasing thank-you stickers with a simple message like "*I helped end hunger in our community today!*" These can be given to food contributors to acknowledge their participation, and serve as an ongoing reminder of the food drive campaign. You might also consider hanging a thank-you poster at each collection station, inviting

donors to sign their name when they drop off food. The important thing is to find a way to say thanks to the food donors!

### **COLLECTION AND DELIVERY**

Collection sites that are in well-traveled and visible areas also serve as ongoing publicity for your food drive. Place a well-marked container at each collection site.

Medium-sized cardboard boxes that weigh 30-40 pounds when filled work best, and are available if needed from the Food Bank. If your office has access to copy paper boxes these may also be used. Boxes also give you the opportunity to publicize and personalize your project with wrapping paper, bows, your company/organization logo or other eye-catching designs to encourage contributions.

### **DELIVERY INFORMATION**

- Donations can be delivered to Second Harvest Food Bank of Central Florida's Food Rescue Center located at 1918 W. Princeton St. Orlando, FL 32804. Please contact Mindy prior to delivery for available dates & times.
- Let a the Food Bank employee at the front desk know that you are delivering a food drive and back up to the loading dock to which you are directed. Warehouse staff will unload and weigh the donation.
- Please be prepared to fill out a short form including donor's name, complete address, phone number and contact name, so that we may properly credit the donation.

### **CRITICAL NEED ITEMS (Nonperishable)**

Meals in a Can	Nonfat Dry Milk	Oatmeal
Canned Meats/Poultry	Evaporated Milk	Drinks
Canned Tuna	Nutritional Drinks	
Dry Beans	Canned Veggies	Canned Soup
Pasta/Macaroni	Canned Fruit	Diapers
Rice	Beef Stew	Baby Food

### **IDEAS TO ENHANCE YOUR FOOD DRIVE:**

- ⇒ Divide employees by department, floor, or building. Encourage the groups to compete with each other to see who can donate the most food. Arrange a lunchtime pizza party "on the company" for the highest contributors.
- ⇒ Have your organization match the donated food in some way, such as donating a canned ham or cash donation for every 100 pounds of food donated by employees or group members.

- ⇒ Plan a special event where the cost of admission is a can of food or raise money to buy food by having a company bake sale or garage sale.
- ⇒ Visually display the food that has been donated to encourage others to give.
- ⇒ Have a raffle and offer special donated services from key organization or company leaders in exchange for a food donation (i.e. have your car washed by the manager, or lunch with the president).
- ⇒ Sell “casual day” passes in exchange for donations.
- ⇒ Promote “Macaroni Monday,” “Tuna Tuesday” or other creative ways to encourage donations.
- ⇒ Arrange to take interested members of your organization on a tour and/or volunteer to sort food at the Food Bank warehouse.

### **PICK-UP INFORMATION**

**Please keep in mind that the holiday season is our busiest season. If there is any way that the food can be dropped off to us- that would help us out tremendously. Otherwise:**

- Please contact the Volunteer Services Manager at least **one week** prior to pickup date/time.
- Please arrange for the boxes of donated food to be on the first floor of your building.
- If there is a large amount of food, please have someone from your organization to assist the driver in loading the donation.



# FOOD DRIVE

Because no one should be hungry...



Tuna  
Peanut Butter  
Canned Meats  
Canned Veggies  
Dry Beans  
Pasta  
Soups  
Rice  
Dry Milk  
Other Nonperishable Food  
items

***Thank you for helping those in need!***

**For more information call:**

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