



Second Harvest Community Food Bank
Food Drive Coordinator Tool Kit

Why Host a Food Drive?

Each year, more than 200 organizations participate in our Food Drives, allowing for approximately 200,000 pounds of food to be distributed to those who need it the most.

Ninety seven percent of all resources donated to Second Harvest go directly to food acquisition, distribution and programs.

All of the food that is collected and donated is sorted and then distributed back into the community.

Food Drives can be hosted at workplaces, schools, clubs, places of worship and even at public locations within the greater community.

As a Food Drive Coordinator, you should plan, promote, and manage your campaign in a way that is convenient and appropriate for you. This manual is designed to help you coordinate a drive that is both fun and successful. Second Harvest employees are here to provide you with excellent support. **Please note that Second Harvest does not support door to door solicitation.**

Food Drive Contact:

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How does my food drive help?

Last year we raised over 200,000 pounds of food from food drives alone. The food collected through food drives is mainly used to create Harvest Boxes and for emergency food assistance.

READ THIS BEFORE YOU BEGIN!

Before you launch your drive, consider the important questions below. Use the template as a worksheet to help you plan your drive.

SET GOALS!

Determine what your organization wants to achieve by running a Food Drive. We highly recommend that you set a food poundage goal. Goals can be set by total donations received, per person contributions, or both.

If you've participated in the past, consider setting a goal that will improve upon your past performance.

Total Estimated Participants: _____ (Number of people in your organization/corporation – local)

Total Pounds: _____ Per Capita Pounds*: _____

*total goal divided by estimated number of participants

FUND DRIVES

We offer many ways for participants to make a contribution. We suggest that you incorporate both fundraising and food collection goals into your drive. For information on hosting a Fund Drive, please contact Aaron Smullin, asmullin@ourcommunityfoodbank.org, 816-364-3663 x 218.

FOOD DRIVE COMPONENT - Place boxes in key locations throughout your organization/business where participants can drop off non-perishable food items.

MOST NEEDED ITEMS

We try to coordinate our food drives with a monthly theme; however you may choose what items you would like collect. For example, if you are conducting a Food Drive in March we ask that you to collect canned protein items. We encourage all participants in your Food Drive to collect only items they would like to eat. Please refer to the Acceptable and Unacceptable Food Donations section.

January, February:

- Canned hearty soups, chili, stews
- Canned soups (chicken noodle, tomato)
- Spaghetti sauce
- Pasta noodles
- Rice
- Boxed dinners (hamburger, chicken, tuna helper)

March, April, and May:

- Peanut Butter
- Canned chicken, tuna and ham
- Canned beans (kidney, pinto, black, chili, refried)
- Bagged beans (white, navy, pinto)
- Canned peas (black-eyed, split)

June:

- Laundry detergent and dryer sheets
- Dish detergent
- Toilet paper and paper towels
- Shampoo and conditioner
- Body wash
- Toothbrushes and toothpaste
- Razors

July:

- Baby food vegetables
- Baby food fruit
- Baby snacks
- Oatmeal cereal
- Rice cereal
- Formula
- Diapers and wipes

August:

- Boxed or bagged cereal (low-fat, low-sugar)
- Oatmeal
- Breakfast toaster pastries
- Flour
- Sugar
- Baking mix (bisquick, pancake)

September, October, November, December:

- Canned vegetables (yams, green beans, corn,)
- Canned fruit (cranberries, peaches, pineapples, apple sauce)
- Canned chicken broth
- Canned cream of mushroom soup
- Boxed & canned desserts (jello mix, pumpkin pie mix)
- Boxed stuffing mix
- Macaroni and Cheese

Acceptable and Unacceptable Food Donations

In order to ensure that donated products are safe for consumption, please review the guidelines below on what food is and is not acceptable.

What Second Harvest and its partner agencies **can** safely accept:

- Whole fresh produce without significant decay.
- Cut fresh produce packed separately in food-grade packaging.
- Prepared foods chilled to 41°F maximum that have not been served or placed on a buffet.
- Chilled perishable packaged foods such as juice and cheese in their original packaging.
- Meat, poultry, fish chilled to 41°F maximum or frozen.
- Dairy products 41°F maximum to expiration date.
- Shelled eggs.
- Frozen foods in original packaging.
- Baked goods (day-old bread, bagels, and other bakery items).
- Canned and packaged goods in original packaging.

What Second Harvest and its partner agencies **cannot** accept:

- Foods that have been served or put on a buffet table.
- Foods that have been previously reheated.
- Foods that have been kept in the danger temperature zone for more than 2 hours.
- Foods with damaged or compromised packaging, resulting in the loss of a sanitary barrier protection.

- Any food containing alcohol.
- Produce with significant decay.
- Frozen foods with severe freezer burn.
- Sushi or any seafood intended for raw consumption.
- Open, punctured, bulging, or seriously damaged canned goods.
- Home canned or home jarred products.

Step One: Selecting Your Supplies

Second Harvest will provide all the basic supplies you'll need at no cost, such as:

BOXES

Second Harvest provides food collection boxes for your drive. We also have a limited number of barrels for use. There is no limit to the number of boxes you can receive. The boxes are very sturdy. We must limit the number of barrels given to an organization at no more than two.

How Many Boxes/Barrels Should I Order?

You will need to know how many boxes/barrels to request when you sign up. This is why setting a goal ahead of time comes in handy! One box holds approximately 50 pounds and one barrel holds approximately 150 pounds of food. We suggest you take your food poundage goal and divide it by either 50 or 150 to determine the number of collection containers you will need.

Less than 20-box orders

Due to limited resources, Second Harvest is **unable to deliver boxes or pick up food** unless there are special circumstances. The Drive Coordinator is responsible for determining when the boxes and materials will be picked up and when the food and funds will be delivered back to Second Harvest.

PROMTIONAL ITEMS

Posters

Posters can be downloaded [here](#)

Warehouse Tours

Second Harvest staff is more than happy to conduct tours of the Distribution Center. Please indicate whether you want a tour on your registration form.

Step Two: Delivery and Pickups

1. The Distribution Center is open from 8 a.m. to 4 p.m. Monday through Friday.
2. The Distribution Center is a very busy, so please indicate the date and time of all pickups and deliveries on your registration form.
3. All changes or additions to your orders need to be made a minimum of two business days prior to scheduled delivery or pickups.
4. We suggest scheduling at least one delivery when enrolling for your drive.

*Delivery dates around Thanksgiving and Christmas tend to fill up very quickly.

WHAT IF MY BOXES/BARRELS ARE FULL BEFORE MY DELIVERY DATE?

We LOVE full boxes and barrels! If your boxes or barrels are full before your drive is over we are happy to schedule an exchange. However, please plan ahead whenever possible and remember ***we need two business days notice***. We suggest contacting us when your boxes are 75 percent full.

HOW DO I DEAL WITH OVERFLOW OF FOOD?

If you have an overflow of food, we recommend that you place it in boxes of your own and estimate how many boxes it would fill. Contact Second Harvest and schedule a day to pickup additional boxes.

Step 3: Enrollment

How do I enroll in a drive?

Please visit our [Food Drives](#) page to enroll for a drive. All instructions and forms will be found online.

Make Your Food & Fund Drive A Success!

Marketing and promoting your drive will be one of the most important things you can do as a Food Drive Coordinator.

Below is a list of ways to get the word out and encourage donations:

1. Announce your Drive and Goals. Let participants know the dates of your drive as well as your dollar and poundage goals.

- Email blasts are a great way to let people know the drive is starting.
- Include a link to the donation page in email and written communications
- Let participants know where boxes/barrels are located

2. Distribute promotional cards or flyers to participants. These cards/flyer are the perfect way to let participants know how they can donate and use our most needed foods. The coordinator will be responsible for creating their cards/flyer. There are many ways to distribute these cards/flyers:

- Include one in employee paycheck envelopes
- Distribute in mailboxes or leave one at each person's desk
- Include in students weekly envelopes sent home to parents
- Include one in congregation bulletins

3. Encourage financial donations through the Give Money section of our website.

It's easy and can be done right from your desk. You can donate [here](#).

4. Place Food Drive promotional materials in high traffic areas. Place boxes, barrels, posters in reception areas, break rooms, cafeterias, and classrooms.

5. Track your progress in a fun and prominent way. Let your participants know how they're doing towards their goal. Post signage in public areas and send out reminders to let people know how they are doing.

6. Organize a group volunteer opportunity to come to Second Harvest and sort food. It's a great team building activity and allows participants a chance to see where their donations are going. *Contact Christine Feuerbacher at 816-364-3663 x 212 to set up a volunteer activity.*

7. We recommend that you create an event, theme, or competition surrounding your drive.

Creative Ideas

Through the many years of Food Drives, companies, organizations, and schools have come up with creative ways of promoting their drives. Outlined below are some examples to help inspire you:

HOST A KICK OFF EVENT

Host a fun event to kick off your Food Drive. There are a variety of activities that you can organize for a kickoff event that will help raise awareness and money! Here are a few ideas:

- Hold a raffle with fun prizes such as having the CEO or Principal act as the winner's assistant for a day!
- Host an event and donate the admission fees to Second Harvest. One company held a karaoke party where donors could bid to make someone sing. Nominated singers could counter-bid to get out of singing.
- Organize an auction with creative prizes. At one live auction, the CEO sold the shirt off his back!
- Sell treats, such as baked goods, sandwiches, or coffee drinks. Managers should be encouraged to prepare treats!
- Sponsor a carnival with an executive dunk tank.

CANNED FOOD SCULPTURE CONTEST

Second Harvest encourages a canned food sculpture contest. This can be a great activity for a kick off or finale event. Teams work to build the best sculpture out of packaged food, using their food donations.

HOLD COMPETITIONS

Friendly competition is an excellent way to motivate people to participate in your campaign. Businesses, classes, departments, or individuals can compete against each other. Teachers can challenge students, or supervisors can challenge their employees to beat their donation totals. Competing companies or rival schools can dare each other to collect more donations.

LEADERSHIP INVOLVEMENT

Many organizations get executives, managers, teachers, and principals involved in unusually creative ways. Leaders in your organization can become team leaders and champions for their participants. One company hosts a Peanut Butter and Jelly Sandwich-Making Day. Employees pay a donation to have an executive or CEO makes a sandwich according to their specifications.

HOST A RACE

One of the most successful events held by all types of organizations is a race. It's a fun team building event that both spectators and racers can get involved in and it's a great fundraising tool. One company held a tricycle race. In addition to entry fees, employees were allowed to "bet" on the winner, with all money going directly to the Food Bank. The day of the race,

spectators could pay to have certain teams moved forward or backward at the starting line. These races can be done with single participants or as relays to get more people involved.

If you are interesting in hosting any of the above and would like help or more instruction, please contact Second Harvest.

CASUAL FOR A CAUSE

Have employees pay \$5 to wear jeans, sports logo wear, etc., and donate the money to Second Harvest.

VOLUNTEER OPPORTUNITIES

Second Harvest offers many opportunities for groups and individuals to volunteer their time. A group volunteer activity is an excellent way to bring participants together and get them involved in your drive.

Interested in volunteering? Visit our [website](#) or contact Christine Feuerbacher at 816-364-3663 x 212.

CELEBRATE YOUR SUCCESS

Taking time to celebrate your hard work is critical to the success of your Food Drive. Publicize the final results of your campaign and the number of meals your drive provided to the community. We estimate that an average meal is 1.2 pounds.

Example: 100 pounds / 1.2 = 83 meals.

If you did not meet your goals it is still important to share the impact your organization had in the greater community. The 100 pounds used in the example above would feed a family of four for an entire week or a hungry child for a month.