



# FEED MORE<sup>SM</sup>

## Planning Your Food Drive

Food drives are a fun and easy way to support **FeedMore!** By hosting a food drive at your company, neighborhood organization, school or place of worship, you help us continue to provide healthy meals to our nearly 200,000 neighbors who struggle with hunger.

We hope you find the following ideas and guidance helpful and it triggers your imagination for other creative ideas to raise food to fight hunger in Central Virginia! If at any time you need help or have questions, please don't hesitate to contact **Christy Dalton, Community Events Manager** at [CDalton@FeedMore.org](mailto:CDalton@FeedMore.org) or **(804) 549-5668**.

### *Getting started*

- Please take a few minutes to complete the online food drive set-up form. You will receive a follow-up email with our most needed items and other instructions.

### *Set a goal*

- Decide how many pounds you want to collect or how many meals you would like to provide. An average meal is about 1.2 pounds and every dollar donated helps us provide for four healthy meals.
- One simple way to do this is to set a goal for each participant and multiply this figure by your total head count.
- If your group or company has a competitive spirit, you may want to provide incentives or rewards for the most pounds collected or meals provided on a per capita basis. An award structure can be a helpful guide before you set your goal!

### *Get management involved*

- Encourage executives to get involved and show their support by sending emails or other company-wide communications. Or have your company match employee donations.
- Schedule a volunteer day at FeedMore for your team so they can see, and experience, our mission in action!
- Challenge an executive to perform an outrageous activity if your goal is met.

## ***Make it fun and simple to participate***

- Distribute flyers and/or grocery bags in your neighborhood, office or place of worship noting a date for pickup.
- Hold an event (a dance, sporting event, card party or concert) and charge a can of food for admission.
- Encourage folks to bring their lunch and donate the money they would have spent on lunch to the drive.
- Sell jeans day or casual dress day passes to your employees in exchange for donations.

## ***Encourage financial gifts***

- For every dollar donated to FeedMore, we can provide four healthy meals.
- Monetary donations are tax-deductible and can be made in three ways:
  - Checks made payable to FeedMore, noting your organization's food drive in the memo section.
  - Cash donations must be accompanied by the donor's name, address and amount donated if an acknowledgment for tax purposes is needed.
  - Online donations at [FeedMore.org](https://FeedMore.org) and noting company's name under "credit this food drive".
- Don't forget about Matching Gifts. Check to see if your company offers them and you can double your impact.

## ***Supplies***

- Large boxes are available for pickup Monday through Friday from 9 a.m. to 4 p.m. Please call to schedule an appointment with Christy.
- Fliers, signage and posters can be easily downloaded from our website.

## ***Promote your drive***

- The more you get the word out, the greater the success of your drive.
- Organize a kick-off event to build enthusiasm. Structure the event around your Food and Fund Drive theme.
- We encourage you to create your own posters with our logos, which are available upon request. Please forward draft of your posters prior to printing/posting.
- Hand out shopping lists of our most needed items, which are available on our website.
- Display daily or weekly totals in high-traffic areas or announce totals via email to keep your team engaged and up to date.
- Post to your company's Facebook page or Twitter or Instagram accounts and be sure to tag us in your post!

## *How to get your donations to FeedMore*

- We encourage you to deliver your donations to FeedMore, whenever possible, to help us conserve our transportation resources. In the event a pickup is needed, please call Alexis Lyons at (804) 433-2558 and we will make arrangements to pick up your donations over 250 pounds.
- Donations can be delivered to FeedMore at 1415 Rhoadmiller Street anytime from 9 a.m. - 4 p.m. Please use our Main Entrance facing Rhoadmiller Street.
- Donors will be asked to complete a Donation Receipt. Food donations will be weighed and recorded on the receipt.
- We appreciate you taking the time to complete the Donation Receipt so we can acknowledge your generosity as well as maintain a record of our donors. Your information is confidential and will not be shared.

## *Celebrate your success!*

Host a recognition party rewarding the competition winners with humorous prizes, a special coffee break, etc.; take pictures and include in company newsletter or post on your company's or organization's website. Be sure to recognize everyone who participated! Every little bit donated helps us feed a lot.

And if you post on your social media accounts, be sure to tag us so we can like, share and comment to help spread the word!

**FEEDMORE.ORG**

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