



Instructions & Tips for Planning Food & Fund Drives

*Food and Fund Drives are a fun and easy way to support **FeedMore's Central Virginia Food Bank!** By hosting a food & fund drive at your company, neighborhood, school or place of worship, you help us to continue to meet the needs of so many people in our community. Here are some guidelines to follow that can make it easier to plan your food & fund drive and easier for the **FeedMore's Central Virginia Food Bank!***

*The following steps and ideas will help guide you and trigger your imagination for other creative ideas to raise food and money. If at any time you need help or have questions, please don't hesitate to contact **Brenda Miller, Food & Fund Drive Manager, at (804)521-3272.***

To get started:

- Select a captain or leadership committee to plan your strategy including the start date, length of your drive and a theme.*
- Complete the online food drive set-up form: [Click Here To Start A Food Drive](#). You will receive a follow-up email with statistics, 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 one pound. Each dollar provides 5 meals!*
- An easy 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 an incentive or reward for the most pounds 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 show their support by sending email, voicemail or letters. Have your company match employee donations. For example, your company might give \$1 for each pound or \$ donated.*
- Schedule a volunteer day at the FeedMore for executives*

- Challenge an executive to perform an outrageous activity if your goal is met.
- Approach management about becoming a Food Drive Sponsor.

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 Monetary Donations

- For every dollar donated to the Central Virginia Food Bank, we can provide 5 meals to the hungry.
- 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 (accompanied by the donor’s name & amount donated if an acknowledgement for tax purposes is needed).
 - Online donations at www.feedmore.org and noting company’s name under “credit this food drive”.
- Don’t forget Matching Gifts, if your company offers them, and double your gift.

Supplies

- Large and small boxes ([Click Here For Box Options](#)) are available for pickup at FeedMore’s Community Entrance Monday through Friday from 8 to 3. Delivery can be scheduled for large quantities.
- Flyers & posters can be 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 most needed foods (available on our website).

- *Display weekly or daily totals in high-traffic areas or announce totals using email to keep people up to date and involved.*
- *Post to your company's Facebook page*

How to get your donations to the Food Bank

- *We encourage you to deliver your donations to the Food Bank, whenever possible, to help us conserve our transportation resources. In the event a pickup is needed, please call 521-3272 and we will make arrangements to pick up your donations of multiple boxes and/or donations of over 250 pounds.*
- *Donations should be delivered to FeedMore at 1415 Rhoadmiller Street using the Community Entrance which is located just to the left of our Main Entrance facing Rhoadmiller Street.*
- *Parking spaces are marked for delivery and donors are asked to ring the bell of the Community Entrance and ask for assistance unloading their donations.*
- *Donors will be asked to complete a Donation Receipt ([Click Here To See Sample](#)). Food donations will be weighed and recorded on the receipt.*
- *If you are delivering funds as well, please let the staff/volunteer know and a finance or philanthropy staff person will be called to meet you. Monetary donations will be counted and recorded on the Donation Receipt.*
- *Once food and funds are received, you will receive a signed copy of the Donation Receipt and an acknowledgement will be mailed.*
- *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 special coffee break, etc.; take pictures and include in company newsletter or post on company website. Be sure to recognize all participants--each pound of food provides one meal for one person so **every participant makes a difference!***