



Food Drive Tool Kit



Serving our neighbors in need by providing food in a respectful and dignified way and by working with others to eliminate hunger in the greater Helena area.

Thank you!

Thank you for choosing to host a food drive to help local families who visit Helena Food Share in difficult times!

Helena Food Share's vision is to create a hunger-free community, and it takes all of us to make it happen.. Your efforts will make a tangible difference for people who find it necessary to visit the pantry to keep from experiencing hunger- seniors on fixed incomes, those who are disabled, people who have experienced a job loss, our veterans, low-income families, and more.

Our neighbors in need come to the pantry every day for help, and your efforts and generosity make a significant impact on their lives. These people leave the pantry with something just as important as food. They leave with *hope*. They are treated with dignity and respect, they know they won't be hungry that night, and they are more keenly aware of the potential for better times, even though their current circumstances may be difficult.

Your generosity and work make a difference. *Thank you.*

Until all are fed,



Bruce Day
Executive Director

Community Impact

Every pound of food and every dollar donated makes a difference for families who rely on Helena Food Share.

While you're working on promoting your food drive, you can use facts about hunger in Helena to help let people know why they should support your work! Here are some facts you can use to help share why your food drive is important to the community:

- **1 in 3** of the people receiving food from Helena Food Share is a child under the age of 18. **Another 1 in 3** of the people receiving food from the pantry is a senior 55 or older.
- **1 in 7** people in our community is facing hunger right now.
- **1,500 local families** face hunger and visit Helena Food Share every month.
- In a single day, local families will take **5,000 pounds** of groceries home from Helena Food Share's pantry.
- All donations to Helena Food Share go directly to help local families in need.

Every donation brings hope to local families experiencing difficult times. Your food drive ensures our neighbors in need have a place to turn and directly impacts their lives.



Contacts

Helena Food Share has a team that is ready to help make your food drive a fun and easy experience!

If you have questions regarding **food drives, logistics, support, etc.**, please contact Jami by calling (406) 443-3663 x106 or by emailing JamiK@helenafoodshare.org.

If you have questions regarding **promotions and marketing**, please contact Dana by calling (406) 443-3663 x105 or emailing DanaF@helenafoodshare.org.

How do you want to run your food drive?

Running your food drive shouldn't be complicated. Keep it fun and simple! There are many ways to set up a food drive and in a way that works for you.

Grocery Store Food Drive

Many groups partner with local grocery stores to host food drives. It is a quick and easy way to have a successful food drive and support local business!

Management "Weigh In"

Weigh your management team and use that as your goal for pounds or dollars collected.

Wash Away Hunger

Have a car wash where the price of a wash is a certain number of food items or a monetary donation.

Brown Bag for Hunger

Encourage employees to bring a brown bag lunch and donate the money they would have spent on lunch to eliminate hunger in our community.

Beans for Jeans

Encourage employees to donate to Helena Food Share in exchange for dress down days, reserved parking spots, candy treats, or leave early passes.

CanStructure

Build simple or elaborate sculptures using canned goods that will be donated to Helena Food Share. Contact Opportunity Bank of Montana to ask when they are running their CanStructure to participate!

Free Admission with Donation

Offer incentives for donating such as free admission to events or discounts and coupons in exchange for their donation of nonperishable food items.

Rock the Vote

Have participants vote with spare change or food donations for an executive or teacher who will have to complete an agreed upon activity. The individual with the most "votes" may have to shave their head or facial hair, dye their hair, or have a pie in the face, etc.



Top Food Needs

1. Canned Fruits/Vegetables
2. Canned Soups
3. Peanut Butter
4. Canned Meals (Spaghetios, Chili, etc.)
5. Flour/Sugar

Helena Food Share's needs are always changing—but if you need a little guidance on what to collect during your food drive, let us know and we can tell you what we need most!

Knowing what we need might help you narrow down your food drive and look for specific items— We may need something specific for a program like Kid Packs or Thanksgiving and Christmas food distribution.

Our most-common foods needed at the pantry are those listed on the left. For the most-current list or handouts, please contact Jami at 443-3663 x106.

Planning the Basics

Before Your Drive

Who?

Appoint a food drive coordinator from your organization to handle the logistics. If you prefer to work with a committee, be sure to elect a single point of contact. While you can assign tasks to as many volunteers, keep the actual decision-making/planning committee small. Think in terms of who you will need to reach out to: the food pantry, a grocery store, the location/public space, and the community via media outlets. There is more to a successful food drive than just collecting food.



What?

Decide what kind of food drive you'll have. Will it be a grocery store drive or have a theme to encourage participation? If your goal is over 500lbs, consider making it a food drive week.

When?

Set a date (week) for the food drive depending on your goal. While it isn't necessary to let the food pantry know



before your drive, consider calling Jami at HFS with this date. She can also brainstorm ideas with you.

Where?

Set a location. Remember food stacks up quickly, and though HFS can supply the crates, you will still need enough room that it doesn't become a safety hazard. Consider a common area of your building, not a person's office or stairwell. Grocery stores are great places for food drive, since you can easily give shoppers the most needed food list. If you are interested in running a food drive at a grocery store, please contact Jami to learn more about partnering with a grocery store!

How?

Secure a collection method (Jami from HFS can supply you with crates), Identify the resources and materials you will need to make it happen. Depending on how big the event is, you might also need volunteers. Start planning your publicity and how you will get people involved.



During Your Drive

- Print out hand-outs on the most commonly needed items if you are at a grocery store. If you are doing this in your own building, make sure you included the needed items in email correspondence and social media posts. If you are doing a grocery store drive, please contact Jami for the most needed items.
- Set up a food drive sign. (A Helena Food Share sign can be dropped off with your crates).
- Place your collection boxes in a visible, heavily trafficked area.
- Send out frequent notices about your progress toward your goal by email and social media.
- Make sure you have a way to collect money, in the case that you get donations.

After Your Drive

- If you haven't already done so, call Jami to schedule the donation drop off time. If you have a large amount, it may be possible for HFS to pick up the food.
- Get the weight of your food drive donation from Jami and share it with your members.
- Follow-up by sharing your final numbers through social media.
- Make sure you thank people that participated: the committee, volunteers, the hosting organization or grocery store, and the community.



Promoting Your Food Drive

You've decided when, where and how to run your food drive- now what?

In order to make your food drive a success, you need to promote it. This sounds like a big job, but there are a lot of ways to make it easy and fun! It is important to appoint one or two people to help promote your food drive and be the point of contact for any media representatives that may want to know more.

Get Social

Start a Facebook event for your food drive and invite all your friends! Post updates, share facts about hunger in your community, and send reminders for all the people who are interested in the drive so they remember to participate. Don't forget to include photos- they make the people you've invited more likely to examine your posts!

Add it to the Calendar

Submit your food drive to an online community calendar. Many individuals and business leaders, and media outlets review online community calendars and share information about events they want to participate in.

Submit a News Tip

Visit the website of your local television station and submit a news tip to let local reporters know when your food drive will be. If there is space in the news schedule, you may have a reporter request to visit your food drive and produce a story.

Make a Flier or a Handbill

Share the information on your food drive by designing and distributing fliers and handbills to groups and people who are likely to participate in your food drive.

Email

Build an email to distribute to your friends and colleagues who can support your food drive. Be sure to send a follow-up to remind them about it as the date gets closer and share links to your facebook event if you've created one.

However you decide to promote your drive, don't forget to keep it simple- your food drive should be fun! If you have any questions about promotions, please contact Dana by calling 443-3663 x105 or emailing DanaF@helenafoodshare.org.

