

**SECOND  
HARVEST  
FOOD BANK  
OF METROLINA**



Together We CAN End Hunger

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# Food and Fund Drive

## *Coordinator's Manual*

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[SecondHarvestMetrolina.org](http://SecondHarvestMetrolina.org) | 500-B Spratt Street, Charlotte, NC 28206 | 704.376.1785



# Thank You!

Thank you for organizing a food or fund drive to help feed people struggling with hunger across the 19 counties in NC and SC that Second Harvest Food Bank of Metrolina (SHMETROLINA) serves. We distribute food to hungry people through over 700 non-profits in our region. Through your efforts, you'll be helping to end hunger right here in our community.



Take a few minutes to look through this handbook. We hope the ideas and tips you find here will help make your food drive a success.

The food you provide throughout your food drive will soon end up on the table of someone in need. It will provide more than a meal for that hungry child, senior, veteran, family, or pet wondering where their next meal will come from - it will provide hope! While coordinating a food and fund drive can be exciting, we hope you remember the impact you're making in the lives of those in need.



Because of people like you who have committed their time and energy to fighting hunger, SHMETROLINA is able to distribute over 54 million pounds of food each year to people facing hunger.

Thanks again for your commitment. We wish you success and fun in your upcoming food drive!





# What is a Food and Fund *Drive*?

A food and fund drive is an excellent opportunity for individuals, groups and companies to become direct partners in fighting hunger.



**Fund Drives** (monetary donations) are equally as important and are used to leverage SHMETROLINA's bulk buying power. For example, \$1 donated provides 7 pounds of food for families in need.



**Food Drives** are critical to the ongoing mission of collecting and redistributing millions of pounds of food to individuals and families in SHMETROLINA's 19-county service area who don't know where their next meal is coming from.

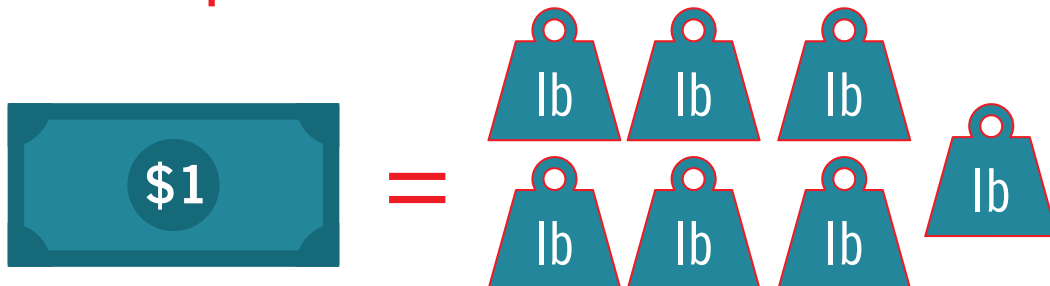
We thank you for helping us continue our mission  
to end hunger...**TOGETHER WE CAN.**



## RAISING FUNDS DURING YOUR FOOD *Drives*

Did you know you can also incorporate your own online fundraiser during your food drive? Just visit [SecondHarvestMetrolina.org](http://SecondHarvestMetrolina.org), click “Give Food”, then click “Start a Fund Drive”, fill in your profile and you’re all set! You can share your fundraising page via social media or drop it in an email to get your family and friends involved. Encourage those who can’t donate food to the drive to make a monetary donation instead. And remember, each dollar donated will provide 7 pounds of food to people struggling with hunger!

**\$1 = 7 Pounds**



## What to do With Cash *Donations*

No donation is too big or small to make a difference. If you are collecting cash and checks at your location(s) there are several options for delivering them to the Food Bank. You can deliver them to the Food Bank along with the food collected, you can mail checks to SHMETROLINA's Charlotte office with a note they are for your food/fund drive or you can contact our Food Drive Coordinator Lea Gaddy at [lgaddy@secondharvest.org](mailto:lgaddy@secondharvest.org) or 704-805-1756 to discuss one of our team members coming to you.

Second Harvest Food Bank of Metrolina  
500-B Spratt Street  
Charlotte, NC 28206



# Running Your Food *Drive*

## 6 Easy Steps to a Successful Drive



### 1) Register Your Food Drive

If you have not yet registered your food drive, complete the Registration Form online at [SecondHarvestMetrolina.org/FoodFundDrives](http://SecondHarvestMetrolina.org/FoodFundDrives) or on page 18 and return it to SHMETROLINA. Once you have registered a food and/or fund drive, you will receive a confirmation email with details on your next steps.



### 2) Set Your Goals

No matter what your approach. This gives participants something to work toward and a benchmark for success. The goal can be based on the amount raised the last time, or you can set a goal based on the number of participants. Examples:

300 people
x 5 pounds per person
<hr/>
1,500 pounds of food

300 people
x \$5 per person
<hr/>
\$1,500 or 10,500 pounds of food



### 3) Collecting Food

SHMETROLINA is happy to provide cardboard food drive boxes which are donated through a partnership with our friends from **CompanyBox** or you can collect in your own container.



### 4) Begin Promoting

Share information throughout your organization and community to raise involvement early in the process. Use the posters included in the manual to promote your drive. You can also remind people about your food drive in your e-mail signature or voicemail message (we have included sample content for your email communication). If your organization has a website, post information about your drive during the food and fund drive to keep everyone updated on its progress.



### 5) Set Up A Location

Collection sites should be visible and easy to find. Collect non-perishable food items at central locations like break rooms, common meeting rooms and reception areas. Assign one or two individuals to be responsible for collecting financial contributions or you can set up your fund drive online and share a link with colleagues, friends and family or on social media. Make all checks payable to SHMETROLINA.



### 6) Schedule Transportation

Please plan to deliver your collection to Second Harvest Food Bank of Metrolina if your drive is less than 3 barrels. If you are delivering your food/funds, come to SHMETROLINA's business office at 500-B Spratt Street between the hours of 7:15am - 4:00pm Monday through Friday - tell our front desk staff that you are here to drop off your food drive. Please call the Food Bank in advance if you are interested in delivering to one of our other branch locations.





## Spread The *Word*

Now that you've decided how you'll collect food...

It's time to determine how you'll organize and advertise your food drive. First, you will need to complete and submit the Food Drive Registration Form (see last page). Once we have your form, you will receive a confirmation email.

There are many ways that you can spread the word about your food drive to potential participants:

- Hang food drive posters around your office or school
- Host a kick-off event to build excitement about your food drive
- Distribute food drive flyers in employee mailboxes or send them home with students
- Include food drive details in your group's e-newsletter
- Send email reminders to participants the day the food drive begins and email progress updates throughout the drive (samples are included in this manual)
- Distribute food drive bags, provided by the Food Bank, with a note attached to homes in your neighborhood

## Social Media *Tips*

- Take photos throughout your drive of items collected and post them to social media
- Create graphics using free sites like Canva.com
- Create a Facebook event and share it with your friends
- Tag @SHMETROLINA in your posts on Twitter, Facebook and Instagram
- Use hashtags like #EndHunger, #FightHunger, #TogetherWeCanEndHunger, and #SHMETROLINA

Tag and follow us at:



#SHMETROLINA



## Creative Ideas

Here are a couple of innovative suggestions to create energy and team building around your food drive!

- Offer incentives for people who participate, like a casual dress day, blue jean Friday or free doughnut breakfast
- Hold a party or luncheon as part of the drive with the price of admission set at 5 cans of food or a \$5 donation
- Organize a contest between departments, teams or groups with awards for the group that raises the most food and/or financial contributions. Give prizes like a pizza lunch, a free party, an extra hour for lunch or breakfast with an executive
- Get coworkers or businesses to donate prizes for a drawing. Sell tickets or give one ticket for each bag of groceries donated. Hold the drawing at the end of the food drive
- Set up coin cans in prominent locations for people to donate spare change





# Frequently Asked Questions About Food *Drives*

**How do I start a Food and/or Fund Drive?** Please visit the Food and Fund Drive page of our website to learn more about hosting a drive and how to get started. You will also find a downloadable Food/Fund Drive Coordinator's Manual that contains answers to the most commonly asked questions and additional resources to help you make the most out of your drive.

Once you have registered a Food and/or Fund Drive you will receive a confirmation email with details on our next steps.

If you have questions not answered by the information you receive, please contact our Food Drive Coordinator Lea Gaddy at [lgaddy@SecondHarvest.org](mailto:lgaddy@SecondHarvest.org) or 704-805-1756.

**What items are most needed?** Funds are our greatest need and a wonderful way to multiply your giving. In the big picture, we are able to provide **7 pounds of food into the community for every \$1 donated!** Funds help us keep refrigerated trucks on the road, allowing us to pick-up and distribute fresh produce, dairy and meats to our partner agencies. We are also able to purchase products by the pallet - securing much needed items at great pricing. In short, funds result in critical and healthy foods reaching more people in need.

If you want to host a physical food drive that is welcomed too! A list of our most needed items is included in this manual. We do ask friends to avoid donating glass when possible to minimize the chance of it breaking and not being usable.

**Can the Food Bank provide materials to help my drive?** Yes! The Food Bank is happy to help you set up an online Fund Drive as well as provide posters and collection bins for physical food drives. We are also happy to promote large community food drives on our social networks.

If you would like to host an online Fund Drive please visit our website's Food & Fund Drive page and click the START A FUND DRIVE button. Once registered, you will have the ability to customize your personal or team fundraising page. You also will be able to share it via email and your social media accounts with a simple click of a button.

If you're interested in hosting a physical Food Drive in conjunction with a Fund Drive please visit our website's Food & Fund Drive page and download the Food/Fund Drive Coordinator's Manual and then submit your Food Drive Registration Form.

PLEASE NOTE: We always appreciate it when a Food Drive host can arrange for the pickup of supplies and delivery of the completed drive back to us. We see this as another wonderful donation to our small transportation team. If this is not possible, we can also arrange for our team to come to you.





# Frequently Asked Questions About Food *Drives*

**How should I handle cash, checks and credit card contributions?** No donation is too big or small to make a difference. If you are collecting cash and checks at your location(s) there are several options for delivering them to the Food Bank. You can deliver them to the food bank along with the food collected, you can mail checks to SHMETROLINA's Charlotte office with a note they are for your Food/Fund Drive or you can contact our Food Drive Coordinator Lea Gaddy at [lgaddy@SecondHarvest.org](mailto:lgaddy@SecondHarvest.org) or 704-805-1756 to discuss one of our team members coming to you.

All checks should be made out to Second Harvest Food Bank of Metrolina or SHMETROLINA. Receipts will be automatically sent to any individual that writes a check if the name and mailing address is on the check. In the event of cash, please forward the name and address of the cash donor(s) along with their donation if they would like a receipt.

If you would like to offer your participants, near and far, the ability to make credit card donations, consider hosting an online FUND DRIVE. You can learn more by visiting our website's Food and Fund Drive page for information on how to create a customized Fund Drive page. Online Fund Drives are easy and convenient for the host and donors!

**Can the Food Bank pick up my collection?** We kindly ask that you drop off your collected food as part of your donation to us. Dropping off your food helps us maximize the value of your donation by keeping our trucks on the road picking up food from the food industry and distributing food to our neighbors in need. If you have collected three or more barrels of non-perishable food (roughly 300 items) - or more than can fit in the back of a personal vehicle - we can schedule one of our trucks to collect your food donation. We thank you for your understanding and for helping the Food Bank use its resources most efficiently to serve our neighbors in need. If you have collected for a branch location, please contact our Food Drive Coordinator Lea Gaddy at [lgaddy@secondharvest.org](mailto:lgaddy@secondharvest.org) or 704-805-1756. We see your delivery as an extra special donation to our small transportation team. However, if you are not able to arrange a drop off, contact our Food Drive Coordinator for more information on scheduling a pick-up.

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**COMPANYBOX™**  
FOR SPONSORING OUR NEW  
FOOD BOXES





**SECOND  
HARVEST  
FOOD BANK  
OF METROLINA**



Together We CAN End Hunger

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# THANK YOU

For making a difference!



#SHMETROLINA

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