



How to conduct a successful Food & Fund Drive

Here are 10 easy steps to help make your event a success.

1. **Register your Food & Fund Drive** by completing the Registration Form and faxing it to (772) 489-5673 or emailing to asantos@tcfoodbank.org
2. **Set your goals.** It helps to have a specific goal for your Food & Fund Drive. This gives everyone 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.
Example 1: 300 people X 5 pounds of food donated per person = 1,500 pounds of food
Example 2: 300 people X \$5 donated per person = \$1,500 or 19,500 pounds of food (\$1 = 9 pounds of food)
3. **Create a theme** for your Food & Fund Drive. See the attached list of fun and creative ways to attract donors.
4. **Get containers to collect the food.** Printing paper boxes work really well. Go to local copy/print shops and ask for the boxes. They are sturdy and manageable when filled with food – and you can have fun decorating them. The Treasure Coast Food Bank can also provide collection barrels for large food drives.
5. **Promote, promote, promote** your Food & Fund Drive. Share information throughout your organization and community. Make posters, flyers and signs to promote your drive or use the attached “fill-in-the-blank” flyer. Post information about your Food & Fund Drive on your website, on Social Media and in all your e-mails.
6. **Educate your group** about hunger and food insecurity in our community. Request a speaker from Treasure Coast Food Bank or schedule a tour of the Food Bank by calling (772) 489-3034.
7. **Set up a central collection location.** Collection sites should be visible and easy to find. Collect donated food and grocery 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 to the Food Bank. Checks should be payable to Treasure Coast Food Bank. They can also give at www.stophunger.org.
8. **Take photos** of the food collected and of the people who helped make your Food & Fund Drive a success.
9. **Deliver the food and funds to the Treasure Coast Food Bank warehouse at 401 Angle Road Fort Pierce, FL 34947, Monday through Friday, 8:00 AM to 4:00 PM, but not between 12:00PM - 1:00PM. Due to high need in the community staff is unavailable to pick up anything under 500 pounds. If that weight is reached, we ask donations be packed and placed in an accessible location for our team to collect.**
10. **Announce the results** of your Food & Fund Drive! The Treasure Coast Food Bank will send you a thank you email that will include the total weight of food and total amount of funds raised by your event. Make sure you thank everyone and let them know the results by sending e-mails, posting on your website or sending letters.



How To Guide **Fund Drive**

Step 1. Plan Your Fund Drive

Fund drives can be any length of time — from a one-day event to a month-long campaign.

- Set your goal
 - Decide how much you'd like to raise or how many meals you want to provide. Remember: Every \$1 helps provide 8 meals for neighbors facing hunger. Example: "Our goal is \$2,500 — enough to help provide 20,000 meals across the Treasure Coast."
- Name your fund drive or event
- Fill out the Form in this Guide with your details and email it to **asantos@tcfoodbank.org**
 - Include any supporting images, logos, or photos from your event (if applicable).
- Once received TCFB will create your custom donate page with a link and will provide a unique QR code you can share on your materials. **Review your custom page and test the QR code before sharing or printing.

Step 2. Promote & Engage

- Share your QR code and donation link in social media posts, emails, and through text message.
- Encourage friendly competition between departments, friends, members, or teams.
- Use milestone updates to keep excitement going ("We've reached 50% of our goal!").
- Share that Every \$1 helps provide 8 meals for neighbors in need.

Step 3. Wrap Up & Celebrate

Announce your total raised and how many meals that equals.

Example: "Thanks to your generosity, we raised \$3,000 — helping provide 24,000 meals!"

Thank everyone who participated (individual donors, volunteers, partners).

Share photos or quotes from your drive with TCFB so we can share it!



StopHunger.org





Fun & Creative Ideas Food & Fund Drive

- **Management Weigh-In** – weigh your management team and use their total weight as your goal for pounds or dollars collected.
 - **Potluck Meal** – invite participants to bring a potluck dish, along with the ingredients to prepare the dish, to be donated to the Food Bank.
 - **MEAT the Need** – hold a canned meat drive for tuna, chicken, Spam, beef stew, etc.
 - **Special Dress Day** – let employees or members “pay” with food or money to dress a special way – i.e. jeans, casual dress or tropical shirts.
 - **Eat In For Hunger** – ask everyone to bring a brown bag lunch and donate the money they would have spent for lunch at a restaurant.
- Food Themed Days** – Have participants bring in food donations to correspond with that day’s food theme: Macaroni Monday Tuna Tuesday Whole Grain Wednesday Peanut Butter Thursday Fruity Friday
- **Most Wanted Food Drive** – distribute or post the 15 Most Wanted Food Items list and ask everyone to donate just those items.
 - **Is Dinner Ready** – collect combinations of food that can be used to prepare a meal – like spaghetti and sauce or refried beans, taco shells, salsa and Mexican seasonings.
 - **Cooking Contest** – your own “Chefs” have a cook off – participants vote with cash – the dish with the most votes (cash) wins!
 - **Wash Away Hunger** – patrons pay with cash and/or food to have their car washed.
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Registration Form

Food & Fund Drive

Thank you for your interest in conducting a Food & Fund Drive for the Treasure Coast Food Bank! Please complete the registration form and return to us before you conduct your Food & Fund Drive.

We kindly ask all hosts to plan to pick up any requested supplies and drop off any gathered donations.

Date(s) of Food & Fund Drive: From:

Date(s) of Food & Fund Drive: From: _____ To: _____

Location: _____

Contact name: _____

Contact _____

address: _____

Contact phone: _____ Contact e-mail: _____

Organization name: _____ # of employees/members: _____

Organization address: _____ City: _____ State: _____ Zip: _____

Organization phone: _____ Website: _____

City: _____ State: _____ Zip: _____

Collection Goals: Pounds of food _____, Dollars raised _____

You may request any of the following materials and services to enhance your Food & Fund Drive:

___ Collection barrels (for food drives anticipating 300 lbs. or more)

___ Food Bank Tour

___ Food Bank Speaker

___ Treasure Coast Food Bank informational brochures

___ Envelopes for cash/check donations

Other (please specify) _____

Signature _____ Date _____

By submitting the signed registration or other written notice, you agree that all resources collected are for the sole benefit of the Treasure Coast Food Bank.

Please return the completed registration form via email at fooddrive@tcfoodbank.org

Phone: 772.489.3034 • Fax: 772.489.5673



StopHunger.org





FOOD DONATIONS HERE

**Together We Can
End Hunger**

TREASURE COAST
FOODBANK

**Your donations will help nourish our
neighbors facing hunger.**

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