

## Food Drive/In-Kind Volunteer Project Tool Kit

### Choose your Project

- Choose your date and what kind of event you'll be holding. Are you collecting – or raising money – or both? Is there a way to have employees engage their neighborhoods?
- **Host a Food & Fund Drive** Host an event at a location of your choice to collect donations of food and funds to benefit our hungry neighbors. Finding a local grocer to partner with you will increase your impact!
- **Create a challenge, friendly competition to drive donations**
- Possible Food Drive [www.moveforhunger.org](http://www.moveforhunger.org)

### Connect with a Nonprofit to Coordinate the Volunteerism

- Reach out well in advance to plan with the organization's volunteer coordinator
- What items are needed specifically? What cannot be accepted? In what condition do items need to be? When are donations needed the most/would be most helpful? What specifically is the best time to deliver donations? Who is the point of contact at the organization? What is their preferred means of communication? What advice can the nonprofit give you to make your collection a success?
- Will the team have a social activity connected to the experience? Where and when will this happen?
- How will you educate the volunteers on the issue? This is an important piece of volunteerism. Options may include; a presentation by the nonprofit; a deck; a one page fact sheet about the issue/clients served?
- Think through how you will measure success i.e. outputs such as # meals served, books collected, coats donated etc. And plan to record and report to the GF the outputs/outcomes.

### Pre- Event Checklist

- Promote your event - Tell everyone about your event—family, friends, coworkers, and neighbors. Use the templates we provide to create flyers and share on social media.
- Manage your donations If you are hosting an online event for employees only monetary donations can be made through Your Cause.
- Manage donations – if you are involving the general public it would be best to drive donations directly to the nonprofit partner. Employees can register their donations and request a matching donation thru Your Cause.
- Create a flyer! These can be helpful whether you print them as handouts or circulate them online by email or social media.
- Social Media is a great way to spread the word—Facebook, Twitter, Instagram. Share Why You Care. Share why you want to help fight hunger or your chosen cause then people donate, thank them, and then ask them to share why they care with their friends and family. Ask them to use social media too! Thanking donors is important!
- For Food Drives Make sure you have plenty of food collection boxes.
  - If virtual, select donation collection points that are accessible and a plan to gather the donations and bring them to the nonprofit.
  - If in office place collection points right inside entrances so people don't have to carry bags a long distance.
- Get in touch with your local grocery store and ask if you can set up a donation site at the store – this would be a great way to connect with your local consumers. Your donation site could be inside the store or next to the entrance. (Just make sure it's located somewhere that shoppers can see it.) Pass out shopping lists of things the food bank needs to customers as they enter the store. Also, ask if the grocery store will make a contribution.
- Stuff a truck - Some food drive organizers challenge givers to “stuff a truck.” Participants are encouraged to bring their donations to a specific location where a truck is parked, with the goal of providing a truckload to the food bank

- Arrange transportation If your food bank provides pick-ups for donations, let the staff know when your drive will be completed. If pick-up is not offered, arrange in advance who from your team will be able to transport the food. Determine how many cars — or trips — will be needed, who will be able to help move the donations and when you will make the delivery to the food bank. (Chances are the food you collect will take up more room than you anticipate!) Call ahead to confirm that the food bank will be open and able to receive your donation. Some food banks have specific hours for donations.

**Resources:** <https://foodshare.com/>  
<https://www.feedingamerica.org/>  
[\*\*Gannett Foundation: Site's EOD Google Form for Volunteer Project\*\*](#)  
[Volunteer Survey for the Gannett Foundation](#)  
[www.moveforhunger.org](http://www.moveforhunger.org)