

Food Drive Tool Kit



Missoula Food Bank • 406.549.0543 • www.missoulafoodbank.org

missoula food bank
we nourish community

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Thank you for your interest in organizing a food drive for Missoula Food Bank. Many of our low-income neighbors have a difficult time affording healthy food. We understand the importance of good health through nutrition and value providing diverse options to our clients.

We want your drive to be a fun and engaging experience for your group or business! We have plenty of resources available to you make your drive a success. Herein, you will find some helpful hints to kick-start your Food Drive and assist in your organizing efforts.

If at any time you have questions or wish to talk through a concept or idea with our staff, please feel free to call or email the listed contact.

Again, thank you and congratulations on your decision to be a part of the food security infrastructure in our community.

Contact for more information:

Kelsey Olson
Events & Marketing Coordinator
Kelsey@missoulafoodbank.org
406.549.0543, ext. 105

Who We Serve

In 2015 ...

- 119,113 people served through all our programs
- 18,414 individuals served in our store
- 5,648 households were served in our store
- 34% of all clients served in our store were children under the age of 18
- 38% of all households visited the Food Bank only 1 time
- 43% of all households served have someone working



Tips for Success

- ⇒ **WHO:** First, who will organize your drive and help with the planning? Second, who will make up your team of food and fund raisers? Co-workers? Teammates? Students and parents? Clients? Corporate departments?
- ⇒ **WHAT:** What kind of Food Drive will you be organizing? (See the page 4 for a complete list of different types of Food Drives) Missoula Food Bank gladly accepts donations of both food & funds – and there are a number of ways to combine the two and make a fun and successful campaign.
- ⇒ **WHEN:** What will be the length of your food drive or fundraiser? Is it a one-day event? Or will there be a period of time in which you are accepting donations? If you are doing a food drive, we recommend 2-3 weeks.
- ⇒ **WHERE:** Decide where people can drop off donations. Also, where/who can they go to with questions?
- ⇒ **WHY:** Missoula Food Bank serves tens of thousands of individuals every year, providing emergency food assistance to people in need. Beyond that, does your drive have a special motivation behind it? Does your company or organization have a mission specific to your drive?

What else can you do?

- **Set a goal for your drive:** How many pounds of food do you want to collect? Or how many items? Is there a certain percentage of participation you'd like from your participants (Like 2 items per participant)?
- **Invite Missoula Food Bank staff to come meet your group:** Our staff is happy to come and talk to your team about hunger in Missoula and how important your drive is to our store and community.
- **Choose a theme:** Do you want to gather all Baby products? Or household items? Or all tomato products? The possibilities are endless. We're happy to coordinate with you on what our store needs most.

Checklist:

⇒ REGISTER

- Please register your food drive on our website at www.missoulafoodbank.org under “Organize a Food Drive”

⇒ SET A GOAL

- Establishing a goal helps you to energize your participants, and it can add an element of friendly competition between classes, departments, or teams.

⇒ CREATE A CENTRAL DONATION SPOT

- Missoula Food Bank can lend you bins or boxes. (We also have banners and coin canisters!)

⇒ LET PEOPLE KNOW

- Use flyers in break rooms, posters, emails, Facebook – anyway you can think of that is appropriate to spread the news about your drive. (We have sample flyers you can download and print off our website)

⇒ KICK OFF

- Have a kick-off meeting/lunch/coffee break/ etc. Missoula Food Bank staff is happy to come and talk to your group about hunger in Missoula and the impact your food drive has on our community and store.

⇒ INCENTIVIZE

- Get people excited about the Food Drive by offering incentives like a pizza party, favorite parking space, or other rewards for top donors. Keep sending out creative messages to keep people excited about reaching the goal.

⇒ CELEBRATE

- Do awards, thank-you’s, shout outs – whatever you want to do to acknowledge those that helped out! Also, CONGRATULATE yourself on a job well done! It’s through your efforts that Missoula Food Bank can provide food to thousands of people each month.

What happens after the drive?

DROP OFF YOUR DONATIONS AT MISSOULA FOOD BANK!

Bring your donations to our store on 219 S. 3rd St West on Monday, Tuesdays or Thursdays between 8am-7pm or Wednesday & Fridays from 8 am - 3pm.

CONSIDER VOLUNTEERING!

Schedule a time for your group to tour Missoula Food Bank to learn more about our services or plan a volunteer opportunity to encourage volunteerism in the future.

Food Drive Options

Please consider which type of food drive you'd like to host. Missoula Food Bank accepts a wide variety of items. What type of food drive would your group like to support?

- A **Nonperishable Food Drive** is the most standard food drive. Collections of shelf-stable food items are collected and delivered to Missoula Food Bank at the end of the drive.
- We're always happy to contact local grocery stores to help set up **Fresh Food Drives**. These consist of providing customers with a list of fresh produce they can pick up while they shop. At the end of the drive, our staff will meet up with you to collect the food.
- A **Hearty Fruits and Vegetables Drive** consists of collecting fresh food items that are easy to store. These items include potatoes, onions, oranges, apples, and other storage-friendly produce. If you are hosting one of these drives, please hold fresh food for less than one week. (Fresh foods should be stored separately from canned goods in order to eliminate damage to the items.
- Looking for more of an event for your drive? Register for our annual **CANdemonium!** CANdemonium is a local design/build competition. Teams of architects, engineers, and groups mentored by these professionals compete to design and build giant structures made entirely from full cans of food. This is a great team-building and marketing opportunity for businesses, membership associations, school groups, fitness clubs, dealerships, congregations, and anyone who wants to make a big difference together for local families living with the threat of hunger!

Have other ideas?

Missoula Food Bank Staff
is happy to talk through any ideas or concepts
you may have for your Food Drive.

Contact Kelsey Olson
with any questions or ideas:
kelsey@missoulafoodbank.org

Need some marketing materials to help kick start your drive?

We have a number of materials including:

- Sample flyer
- Wish lists of most wanted foods
- 2015 Statistics
- And more!

You can find everything you'll need on our website under the **Food Drives** page.

