



# Food & Fund Drive Toolkit

## Getting Started



## Running a Food Drive or Fund Drive:

- Best Practices on Successful Drives
- What Kind of Donations to Look For



# Food & Fund Drive Toolkit

## Tips for a successful Food & Fun Drive

### The Basics

**Have a start and end date** for your food drive. Let people know about this timeline, and determine how the food will get to NorthWest Family Foods.

**Determine what supplies you will need, and set a food drive goal.** Setting goals helps people remain motivated in their efforts.

**Register your event** by contacting Toni Auriemma at 802-527-7392.

### Promoting Your Food Drive

- Share on social media (and tag us @northwestfamilyfoods on Instagram and @nwffsaintalbansvt on Facebook), via word-of-mouth, flyers, and announcements!
- Track your progress with pictures of donations and post them on social media to reach more people.
- Offer a prize for the highest donation weight or cash donation. Prizes can range from gift cards, home goods, or a matching donation from the organization to CVOEO.
- Community matching donations are a great way to drive contributions. Reach out to local businesses to see if they can donate a set amount of money for every 50 pounds of food you collect. This matching donation could also help in promoting the food drive -- include it on your flyers, posters, and social media promotion!

### Setting a Food Drive Goal

**Set a goal for total weight in food donations! If you don't have a scale, bring your donations to NorthWest Family Foods for an accurate weight.**

**Have a monetary donation goal set with milestones to track your progress.**





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## Donating food after your Food & Fun Drive

- Arrange transportation to NorthWest Family Foods yourself OR reach out to inquire about about pick-up of items from larger food drives.
- **Where should you drop off your collected items?** 5 Lemnah Drive, St. Albans, VT 05478
- We are open to accept donations from Monday through Friday during business hours.
- When you drop off your collected items, we will weigh how many pounds you "raised." You can also pick up a receipt for tax deductions at this time.
- **Share your results!** We want to know about your goals and your success! Make sure your take photos and share them on social media or send them to us and we can share via our NorthWest Family Foods accounts across Facebook and Instagram.







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## Organizing a combined Food & Fund Drive



## Did you know that a \$25 donation can provide a full Thanksgiving Feast to a family of four?

People often prefer to make a monetary donation, especially given the changed comfort levels with in-person events and gatherings. Think about your target audience, and consider what might be easiest for them. Whatever your decision, make sure to advertise this aspect prominently!

Give people context for their donations! Show how far their financial gifts will go through email, flyers, and other announcements.

You may also choose to organize a "Paper Turkey" Drive during your Food & Fund Drive. For every \$10 donation, you can give out or display a paper turkey to signify their gift (ie. in a break room, or on the wall of your collection site!). This will help your group see the true value of their donations.





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Ideal donations

## What is needed most:

- Canned proteins like tuna, chicken, beef, etc.
- Pantry staples like flour, sugar, shelf-stable side dishes, etc.
- Peanut butter and nut butters
- Cereals and oatmeal
- Canned fruits and vegetables
- Canned and boxed meals like soups, chili, mac and cheese, etc.
- Pasta, pasta sauce, and rice
- Shelf-stable juice, cooking oil, and spices
- Portable, ready-to-eat snack foods (kid-friendly appreciated!)
- Toiletry items like toothbrushes, toothpaste, shampoo, body wash, feminine hygiene products, etc.
- Diapers, baby food, and formula





# Food & Fund Drive

**DONATIONS  
ACCEPTED  
HERE**

