

# FOOD DRIVE

# Planning Kit

WHERE TO START



**NORTHWEST  
ARKANSAS  
FOOD BANK**



1378 June Self Drive, Bethel Heights, AR 72764 | 479-872-8774 | [www.nwafoodbank.org](http://www.nwafoodbank.org)

**THANK YOU** for your interest in coordinating a food drive to benefit the hungry in our community! As the amount of hungry people in our area continues to grow, food drives are becoming an increasingly important way for the NWAFFB to provide food to those who are struggling to find their next meal. Below are some helpful steps for hosting a successful drive.

## **Set a Date and Location**

We suggest holding your food drive for 2 weeks or longer, so that donors have enough time to bring their items in. No matter what length of time you choose, plan on getting items in after your publicized deadline. Also, decide where you want your food drive held. Make sure the drop-off point is easily accessible (such as a business front).

## **Set a Goal**

How many contributors do you expect to have? How much do you expect to collect from each donor? Will you collect food, cash or both? Remember that you can always add a monetary goal with your food goal  
\$1 = 10 meals

## **Decide How to Collect the Food**

If you are hosting a small food drive, consider using your own boxes and delivering to the food bank. Small to medium sized boxes work well for smaller food drives because they aren't too heavy when full and can be decorated to bring a level of creativity to your drive.

## **Contact the NWA Food Bank**

After setting the dates, location, goal and collection plans, please email or call 479-872-8774 or [food.drive@nwafoodbank.org](mailto:food.drive@nwafoodbank.org)

# How to Run a Food Drive

## 1. Get Excited!

*Publicity is key to a successful drive. Gather a small group to help organize the drive and get the word out. Send out emails, phone messages, newsletters and update social media to promote the drive.*



## 2. Distribute Printed Publicity Materials

*Print the contact name, address phone number and drop off point on posters and flyers and recruit family or colleagues to help distribute materials. Keep them displayed in public areas.*

## 3. Collect, Collect, Collect!

*Now the hard part is done, and you can sit back and watch your group come together and fight hunger in Northwest Arkansas!*

## 4. Keep Participants Updated

*Update participants on the amount of food and funds you've collected through signs, emails or phone calls to keep people excited about reaching goals.*

## 5. Donate Collected Food to the NWA FB

*Your food drive can help up most by collecting the food in boxes and containers you supply and then delivering the food to the Food Bank. If the quantity of food is less than truckload, please arrange for it to be dropped off at the warehouse: 1378 June Self Drive, Bethel Heights, AR 72764. If the quantity of food is over 500 pounds, please call 479-872-8774 to schedule a pick up. Please schedule a pick up at **least one week** in advance. Please remember that saving the NWA Food Bank a delivery trip is equivalent to a donation of 250 meals!*

# How to Run a Monetary Drive

1. Select a beginning and end date for your drive. The monetary drive can be a one day event or can last over several weeks. It's up to you!

2. Notify the Northwest Arkansas Food Bank of your planned monetary drive, via email or calling 479-872-8774. The Food Bank will provide a donation page.

3. Publicize your food drive along with the NWA Food Bank. You can do this through flyers, emails, posters, bulletin boards, social media, and the local media outlets. A sample flyer is available from the NWA Food Bank.



4. Adopt a NWA Food Bank Piggy Bank. These banks MUST be returned to the NWA Food Bank.

5. Arrange for the Piggy Bank to be delivered to the Northwest Arkansas Food Bank, during normal business hours, Monday-Friday, 7am-3pm

**\$1 Donated Provides 10 Meals!**



# Food Drive Tips and Suggestions

## OBTAIN SUPPORT AND INPUT -

- Obtain the endorsement of your organization's top management
- Invite co-workers or group members to a planning meeting.
- If you expect to collect 500 pounds or more, request barrels and posters from the Food Bank to place in high traffic areas.

## Creative Ideas to Create Enthusiasm

- Choose a catchy name or theme for your food drive
- Plan a healthy competition between departments, classrooms or teams
- Offer rewards to top donors: pizza parties, gift certificates, front-row parking, let employees wear jeans each day the donate a canned good.
- Sponsor a brown bag lunch. Ask staff to donate a lunch sack full of nonperishable foods or bring lunch on certain day and donate the cost of lunch out.
- Assign specific foods from the "Most Wanted Foods" list to each team.
- Have food assigned to a specific day: Peanut butter day, rice and beans day.
- Designate theme days: fill a play pin with baby food items, plant a "canned vegetable" garden, etc.
- Do lunch time/lunch room games. Build a canned castle, a cereal maze, create your school mascot from food donated by classes.
- Everyone brings a food item(s) to work and drops it off at the door of a coworker with a note that says "in honor of you". The coworker puts the donation in the bin and posts the note on the bulletin board. See how filled up the board gets.
- Invite family and friends to donate food as a birthday, anniversary or holiday gift.
- Decorate bags for participants to take home, fill with food and return.
- Use your workplace's email to distribute a hunger fact each day of the drive.
- Quiz people throughout the drive and hand out small prizes.

# Make Copies for Handouts

**NORTHWEST ARKANSAS FOOD BANK** 

## Needs List



- Canned Tuna and Chicken*
- Canned Vegetables -No salt*
- Canned Fruit light syrup*
- Cereal -whole grain*
- Dried Beans*
- Oatmeal*
- Pancake Mix*
- Paper Goods*
- Whole grain spaghetti*
- Low Sodium Canned Spaghetti Sauce*
- Peanut Butter*
- Rice (brown & white)*

**OUR MISSION** is to nourish Northwest Arkansas Communities by Feeding Hungry People.

**OUR VISION** is to be the leader in hunger relief by building partnerships with other hunger relief organizations.

NWAfoodbank.org 

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# Food Drive FAQ's

## 1. How much does a can of food weigh?

*Typically, a can of food weighs almost 1 Pound - about 15oz.*

## 2. Should I donate money or food?

*The NWA Food Bank values all donations. Food Drives provide some of the healthiest and highest quality foods for those who are hungry and also provides a direct connection between the donors and those who the Food Bank serves. Cash donations go to food purchase and supports programs that address the root cause of hunger in our area. With every dollar donated, the Food Bank can provide 10 meals. This means your dollars can go even further in the fight against hunger!*

## 3. How many pounds of food do food drives provide for the Food bank?

*In 2018, Food Drives contributed over 83,637 pound of food.*

## 4. How do I get all other questions answered?

*Call 479-872-8774 for any other questions about food drives answered!*



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