



## Planning Your Food Drive

Food drives are a fun and easy way to support **Healthy Harvest Food Bank!** By hosting a food drive at your company, neighborhood organization, school or place of worship, you help us continue to provide healthy meals every month throughout the year to those who struggle with hunger.

We hope you find the following ideas and guidance helpful, and it triggers your imagination for other creative ideas to raise food to fight hunger in the Northern Neck and Upper Middle Peninsula!

### *Set a goal*

- Decide how many pounds you want to collect or how many meals you would like to provide. An average meal is about 1.2 pounds and every dollar donated helps us provide for four healthy meals.
- If your group or company has a competitive spirit, you may want to provide incentives or rewards for the most pounds collected, or meals provided on a per capita basis. An award structure can be a helpful guide before you set your goal!

### *Get management involved*

- Encourage executives to get involved and show their support by sending emails or other company-wide communications. Or have your company match employee donations.
- Schedule a volunteer day at HHFB for your team so they can see, and experience, our mission in action!
- Challenge an executive to perform an outrageous activity if your goal is met.

### *Make it fun and simple to participate*

- Distribute flyers and/or grocery bags in your neighborhood, office or place of worship noting a pickup date.
- Hold an event (a dance, sporting event, card party or concert) and charge a can of food for admission.
- Encourage folks to bring their lunch and donate the money they would have spent on lunch to the drive.
- Sell jeans day or casual dress day passes to your employees in exchange for donations.

### *Encourage financial gifts*

- Monetary donations are tax-deductible and can be made in three ways:
  - Checks made payable to Healthy Harvest Food Bank, noting your organization's food drive in the memo section.
  - Cash donations must be accompanied by the donor's name, address and amount donated if an acknowledgment for tax purposes is needed.
  - Online donations at [hhfb.org](http://hhfb.org).
- Check to see if your company offers matching gifts and you can double your impact.

## ***Supplies***

- Donation boxes (24 x 24) are available for pickup Monday through Friday from 9 a.m. to 3 p.m. or one of our drivers can deliver them to you.
- Fliers and signage can be easily downloaded from our website.
- We can provide an outdoor sign by request.

## ***Promote your food drive***

- The more you get the word out, the greater the success of your drive.
- Organize a kick-off event to build enthusiasm. Structure the event around your Food and Fund Drive theme.
- We encourage you to create your own posters with our logos, which are available on our website. Please forward a draft of your posters prior to printing or posting.
- Hand out shopping lists of our most needed items, which are available on our website.
- Display daily or weekly totals in high-traffic areas or announce totals via email to keep your team engaged and up to date.
- Post to your company's Facebook page or Twitter or Instagram accounts and be sure to tag us in your post!

## ***How to get your donations to HHFB***

- We encourage you to deliver your donations to HHFB, whenever possible, to help us conserve our transportation resources. However, we will pick up donations as needed, please call **Craig Hazzard at (804) 250-2277** and we will make arrangements to pick up your donations.
- Donations can be delivered to Healthy Harvest Food Bank's delivery door, located at the back of the warehouse, weekdays from 9 a.m. - 3 p.m.
- Food donations will be weighed and recorded. Staff will contact you with the total pounds collected.

## ***Celebrate your success!***

Host a recognition party rewarding the competition winners with humorous prizes, a special coffee break, etc.; take pictures and include in company newsletter or post on your company's or organization's website. Be sure to recognize everyone who participated!

And if you post on your social media accounts, be sure to tag us so we can like, share and comment to help spread the word!



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