



# FOOD DRIVE & FUNDRAISING TOOLKIT FOR SCHOOLS

*The Pantry of Broward is grateful to members of  
Leadership Broward XXXIII for their assistance in compiling this toolkit.*

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## **WHY YOUR HELP IS NEEDED**

Each month, The Pantry of Broward provides a 55-pound box of nutritional food to 425 elderly clients and grandparents struggling to raise their grandchildren while living on low fixed incomes. And we have a waiting list of potential clients that we could help if we could raise more food and more money.

Many of our clients have simply outlived their incomes, never expecting to live into their 80's and 90's. Our grandparents were unexpectedly thrust into playing the role of caregiver to their grandchildren due to a variety of unfortunate circumstances.

It is estimated that 16% of the seniors living in Broward County are food insecure. With your help, we can reduce that percentage and help our clients and those they care for live healthier and more dignified lives.

### **The Pantry of Broward**

610 NW Third Avenue

Fort Lauderdale, FL 33311

954.358.1481

[www.thepantryofbroward.org](http://www.thepantryofbroward.org)

[Facebook.com/thepantryofbroward](https://www.facebook.com/thepantryofbroward)

[Twitter.com/PantryofBroward](https://twitter.com/PantryofBroward)

[Linkedin.com/company/the-pantry-of-broward-inc.](https://www.linkedin.com/company/the-pantry-of-broward-inc)



## STEPS TO HOLDING A SUCCESSFUL FOOD DRIVE

### **Step 1 – Plan It!**

Choose a team leader who is passionate and can oversee the event as well as motivate people. Enlist help, choosing a group of individuals that feel strongly about hunger and helping others. Assign specific tasks to individuals within the group (i.e., publicity and promotion, e-mail updates, food collection, food delivery).

### **Step 2 – Schedule It!**

Food drives can last a day, a week or even weeks. The key is to give your participants enough notice so they are prepared to bring in donations. The Pantry needs food drives the most prior to the holidays and in the summer months. Whether it's serious or fun, your food drive theme should evoke a desire to help. Think "Together we CAN help" or "Clean Out Your Pantry." Once it is scheduled, please alert The Pantry of Broward so we can include those dates on our food drive schedule.

### **Step 3 – Set a Goal!**

The most successful food drives include a financial component. That's because some individuals would prefer to simply write a check to The Pantry of Broward rather than make a trip to the grocery store for canned goods. Offering the option of either donating cash or canned goods is always a good idea. Goal setting is a great motivator and it also provides a sense of accomplishment for all involved. Just make sure your goal is realistic and easy to understand. Examples include: filling up X number of boxes or a large table, collecting X number of jars of peanut butter and jelly, or a combination of any of these that includes cash donations of X amount.

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## **STEPS ...(continued)**

### **Step 4 – Promote It!**

Tailor the food drive flyer we provide in this toolkit to your specific food drive dates. Consider having committee members paint posters to spread the word. Use the sample e-mail message and social media postings provided in this toolkit, as well, to promote your food drive. Plan to include a notice in your regular newsletter and on your marquee. Publicity is the key to a successful food drive. Give yourself plenty of time to promote it and make sure you keep everyone informed of the goal and your updated progress. Take photos and share them however you can. This keeps everyone motivated!

### **Step 5 – Collect It!**

Place your collection bins or boxes in high-traffic areas where everyone will notice them. Use the food box label provided in this toolkit to label the boxes. Please share any photos you have so that we can share your success on social media. Make sure to thank those who donated and let them know how much was raised/collected.

### **Step 6 – Donate It!**

Once your food drive is completed, please reach out to your contact at The Pantry of Broward (954.358.1481) to schedule a drop-off or to arrange for Pantry staff to pick-up your donations.



## **NON-PERISHABLE FOOD ITEMS MOST NEEDED**

### **All-Year:**

Canned fruit  
Canned vegetables  
Canned or dried beans and peas  
Canned soup, chili, stew  
Hamburger Helper  
Macaroni and Cheese  
Pasta (boxes or bags)  
Rice (boxes or bags)  
Low-sugar cereals and oatmeal  
Peanut butter and jelly  
Canned meats (tuna, chicken, salmon)  
Fruit juice (canned, plastic or boxes)

### **Before Easter and Thanksgiving Holidays:**

Fried onions (canned)  
Mini-marshmallows  
Graham cracker pie crusts  
Mashed potatoes (boxes)  
Cranberry sauce (canned)  
Frozen turkeys (10-12 pound size)  
Canned hams  
Stuffing mix (boxed or bags)  
Fruit cocktail (canned)

Grocery store gift cards are always welcome!



## FUN IDEAS FOR FOOD DRIVES

### **#1 – Denim Days**

This is one of the easiest and most effective ways to raise money in schools. Students and staff pay \$1 or donate 2 cans of food to dress down for a day.

### **#2 – Competition Is Good**

Set-up a competition between grades or homerooms to see who can collect the most of a particular item (e.g., peanut butter and jelly, cereal, macaroni and cheese). The winning class gets a dress-down day.

### **#3 – Student Challenge**

Issue a challenge to your students: if they can bring in 500 cans of food, the principal will [wear pajamas to school, wear a clown nose all day, do a funny dance on the morning announcements, etc.]

### **#4 – Integrate Teaching**

Tie in teaching with philanthropy by asking for donations of protein on a Monday, vegetables on Wednesday and carbohydrates on Friday. Talk about each food group on the morning announcements.

### **#5 – Food Fight**

Challenge another school in your area to see which school can bring in the most food (base it on pounds per student, so that it's fair). The losing team's principal has to wear the other school's colors for a day!

### **#6 – Color Code It**

Celebrate a special holiday by holding a food drive, asking each child to bring in a can. For example, for Valentine's Day, students could bring in "red" items, such as red beans or cranberry sauce.

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## **FUN IDEAS ...(continued)**

### **#7 – Make it a Project**

Ever heard of “CANstruction?” Google it! Students can build sculptures with the canned goods and even create an outline of the school mascot. This is great for pictures!

### **#8 – Extend the Reach**

Food drives aren't limited to just what a student can give; with parents' permission, kids can ask neighbors and relatives to donate, too.

# FOOD DRIVE



The Pantry of Broward is a 501(c)3 non-profit that serves seniors in need living on low fixed incomes and grandparents raising their grandchildren. Each month, The Pantry provides its clients with a 55-pound box of nutritional food, helping to stretch their budgets and allowing them extra funds to purchase medications and other necessities.

## WE'RE COLLECTING

FROM: \_\_\_\_\_

UNTIL: \_\_\_\_\_

### NON-PERISHABLE FOOD ITEMS MOST NEEDED:

Peanut Butter & Jelly, Canned Fruits and Vegetables,  
Hamburger Helper, Macaroni & Cheese, Oatmeal, Cereal,  
Tuna, Ravioli, Beef Stew, Soup.

Checks and gift cards are also welcome!

**The Pantry of Broward**

610 NW Third Avenue, Fort Lauderdale, FL 33311

954.358.1481 – [thepantryofbroward.org](http://thepantryofbroward.org)



Help Area Seniors  
and Grandparents  
Living on Low Fixed  
Incomes

**PUT FOOD DRIVE  
DONATIONS HERE**

We are a 501(c)3 charitable non-profit organization.



## **SAMPLE EMAIL/MEMO LANGUAGE**

*Subject Line: Help Us Reach Our Goal*

*Dear staff, parents and students:*

*Our school is holding a food drive to benefit The Pantry of Broward from [insert starting date] to [insert ending date]. The Pantry serves seniors living on low fixed incomes and grandparents raising their grandchildren. Our goal is to raise [insert number of pounds] and [insert number of dollars] for The Pantry.*

*It is estimated that 16% of the seniors living in our community are food insecure, meaning that they do not know from where their next meal will come. Our efforts will help feed hungry seniors, grandparents and grandchildren and we invite you to join us in this worthy initiative by contributing non-perishable canned goods and/or making a tax-deductible donation made payable to The Pantry of Broward. Let's show our school spirit and exceed our goal!*

We are grateful for your help. Should you have any questions, please contact [insert name and contact information].

[signed by school principal]



## SAMPLE SOCIAL MEDIA POSTS

Sharing information about your food drive via social media is a great way to spread the word and gain support. So that we can help you spread the word, please make sure to “LIKE” The Pantry of Broward ([www.facebook.com/thepantryofbroward](http://www.facebook.com/thepantryofbroward)) on Facebook and “FOLLOW” us on Twitter ([twitter.com/PantryofBroward](https://twitter.com/PantryofBroward)).

### Sample Facebook Posts

*Our food drive starts today for @thepantryofbroward.org. Help us feed area seniors in need. Bring in donations by [insert date]  
#ThePantryofBroward*

*16% of area seniors are food insecure. You can help by donating to our food drive benefiting The Pantry of Broward by [insert date].  
#ThePantryofBroward*

*Help us meet our goal of raising XXX pounds of food for @thepantryofbroward.org. We need donations of non-perishable food, especially peanut butter & jelly, tuna, and canned goods by [insert date]. Can you help?*

*Happy to report we made our goal and raised XX pounds of food and \$XX for The Pantry of Broward! Thanks for your help!  
#ThePantryofBroward*

**TIP: Use your logo or photos showing canned goods, empty shelves or staff and students holding food drive signs as a visual.**

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## **SAMPLE SOCIAL MEDIA POSTS ...(continued)**

### **Sample Twitter Posts:**

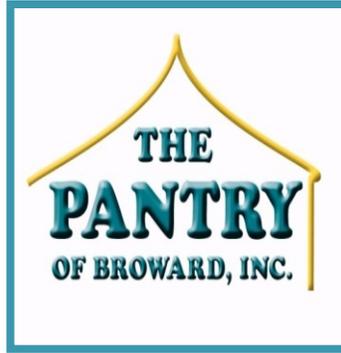
*#(insert your twitter name) food drive starts today. Help us raise food and funds for @PantryofBroward #ThePantryofBroward*

*We're helping to feed hungry seniors in need with a food drive for @PantryofBroward. Please help now! #ThePantryofBroward*

*Half-way to our goal of XX pounds of food for @PantryofBroward. Please help us meet our goal! #ThePantryofBroward*

*We did it! We raised XX pounds and \$XX for @PantryofBroward! Thx for your help! #ThePantryofBroward*

**TIP: Use photos taken during your food drive to give a visual and include employees if you can.**



## **SAMPLE PRESS RELEASE**

*[Insert date here]*

*FOR INFORMATION, PLEASE CONTACT*

*[insert name of contact person here]*

*[insert phone number of contact person here]*

*[insert e-mail address of contact person here]*

### ***ABC ELEMENTARY SCHOOL RAISING XXX POUNDS OF FOOD AND \$XX TO BENEFIT THE PANTRY OF BROWARD***

*[insert name of school] will be conducting a food drive to benefit The Pantry of Broward from [insert starting date] to [insert ending date]. The Pantry is an area 501(c)3 that serves seniors living on low fixed incomes and grandparents raising their grandchildren.*

*Our goal is to collect XX pounds of food and raise \$XX to help The Pantry continue its important mission.*

*Please bring your donations to the school located at [insert address information]. All non-perishable goods are welcome but items needed in particular include: tuna, cereal, canned goods, peanut butter & jelly, macaroni & cheese, Hamburger Helper, canned meats, ravioli and soups. If you would like to contribute financially to our effort, please make tax-deductible checks payable to The Pantry of Broward and we will make sure The Pantry receives them.*

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**Tip: Issue another press release once your food drive has ended and include a photo of staff and students with the donated food.**