

FOOD DRIVE & FUNDRAISING TOOLKIT FOR BUSINESSES

*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

[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). Make sure to include fellow employees from different departments and floors.

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 tool kit 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, as well. 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 tool kit 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 (boxes or bags)
Fruit cocktail (canned)

Grocery store gift cards are always welcome!



TOP 10 FUN IDEAS FOR FOOD DRIVES AND FUNDRAISERS

#1 – Denim Days

This is one of the easiest and most effective ways to raise money in the workplace. Employees pay \$5 to dress down for a day. Assign a central point of collection to collect the money and give each paid employee a sticker to wear (so you know who has and who hasn't paid!). Upper management has to pay double and/or match the donation!

#2 – Interoffice Challenges

Have different departments challenge one another to see which one can bring in the most food. Think "Macaroni Monday, Tuna Tuesday, etc. Keep a running tally posted in visible areas. Offer a pizza party or doughnut breakfast to the winners.

#3 – Give Them a Hand

Create and post colorful paper cutouts of hands that are sold to employees for \$1 or \$5 each. Post them in the lunchroom or break room to show that the individual whose name is written on the hand was generous with a give to the food drive.

#4 – Hold a Raffle

Sponsor or get a great gift donated and give raffle tickets to each employee who gives 5 or 10 cans of food. The more food donated, the more tickets they get!

#5 – Rock the Vote

Issue a challenge! For example, if your employees can raise X number of dollars for The Pantry of Broward or X pounds of food, the boss will (shave his mustache, buy lunch for everyone, give everyone the afternoon off, etc.).

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FUN IDEAS ...(continued)

#6 – Picture This

Ask for a \$5 donation or 5 cans of food for employees who want to sit at the bosses' desk for a photo opp. Digital photography makes this an easy and affordable project!

#7 – Guessing Game

Fill a large jar with virtually any item (maybe something that ties into your business?) and charge employees \$5 (or 5 canned goods) per guess. The winner gets the jar, so make sure to fill it with something good!

#8 – Ice Cream Social

Sponsor an afternoon ice cream social and ask for a \$5 suggested donation for The Pantry of Broward (or 5 cans of food).

#9 – Bake Sale

Everyone loves a bake sale. Ask employees to donate cookies, cakes, pastries, etc. and then sell them to benefit The Pantry of Broward.

#10 – Game Night

Host a game night at the office or at someone's home to play Bunco, Poker or any other game. Make it a potluck and ask for a \$10 donation to The Pantry of Broward to participate.

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:

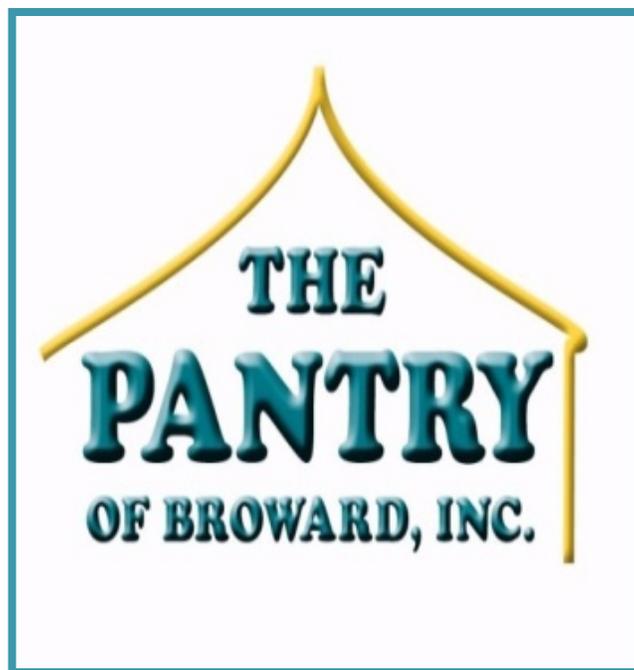
Peanut Butter & Jelly, Canned Fruits and Vegetables,
Hamburger Helper, Macaroni & Cheese, Oatmeal, Cereal,
Tuna, Ravioli, Beef Stew, Soup.

Checks and gift cards are also welcome!

The Pantry of Broward

610 NW Third Avenue, Fort Lauderdale, FL 33311

954.358.1481 – thepantryofbroward.org



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

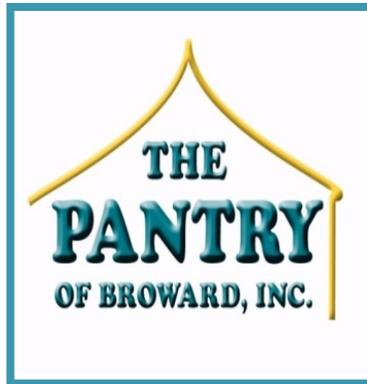
Dear employees and friends of ABC Company,

Our firm/company/business/church/synagogue 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.

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

[signed by company executive, management, food drive coordinator]



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) on Facebook and “FOLLOW” us on Twitter (twitter.com/PantryofBroward).

Sample Facebook Posts

Our food drive starts today for @thepantryofbroward.org. Help us feed area seniors in need. #ThePantryofBroward

16% of area seniors are food insecure. You can help by donating to our food drive benefiting The Pantry of Broward. #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. 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 employees 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 COMPANY TO RAISE XXX POUNDS OF FOOD AND \$XX TO BENEFIT THE PANTRY OF BROWARD

[insert name of organization/business] 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 [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 employees with the donated food.