



# How to Hold a Successful Food Drive

FOR THE CRISIS CENTER FOOD BANK

2010

To help with your food drive efforts, the Crisis Center can:

- Post fliers at our location & info on our website and Facebook page
- Assist with press releases and media relations
- Provide the items below with at least 2 weeks notice:
  - Our logo for promo materials
  - A locked donation box for monetary donations
  - Donation barrels
  - Brochures, pens, magnets, etc.

With at least 4 weeks notice, we can arrange for staff or volunteer(s) to act as speakers or table hosts at an event

Due to our limited staff and resources, we are not able to:

- Pick up donations
- Participate in every event

For more information contact Beth at (319) 351-2726.

The Crisis Center  
Your first call in Johnson County  
1121 Gilbert Court  
Iowa City IA 52240-4528  
Food Bank (319) 351-0128  
[www.jccrisiscenter.org](http://www.jccrisiscenter.org)

## Getting Organized

There are five key questions you want to consider in organizing a successful food drive.

### Who will you ask?

Do you want to target a specific group, such as coworkers, your neighborhood, or your faith community? Or do you want to reach a broader audience?

### What kind of drive would work best?

Some people promote our Top 10 List of needed items. Others choose to solicit a single item, such as peanut butter or diapers.

What resources are available to you? Offering a prize is a great motivator for meeting a specific goal. Or your group's leadership may be willing to match the donations with a financial gift.

### What date(s) will work best?

A one-day drive gives people less opportunity to donate, but can be easy and still quite successful. A week tends to be optimal for a food drive, but does require more planning and effort, particularly as donations accumulate.

Can you tie the food drive into an event and "charge" a canned good for entry? Holidays are another easy theme for a food drive.

For the Food Bank, drives held in February, March, June and September are especially helpful as we typically receive less donations in those months.



**The Hawkeye football team raised 12,425 lbs of canned goods at their 2010 Spring Practice!**

### Where will you hold the drive?

Wherever your audience goes on a regular basis is best. The collection area should be visible and accessible, such as in a building lobby or company break room.

An alternative to having a central collection site is picking up donations. This usually requires labor and transportation, so help

from other volunteers is critical. Saturdays work best for a pickup drive.

If you want to reach a broader audience, you'll need a very public location. Local grocery stores work well to reach the community. Pick a main campus site to reach University of Iowa faculty, staff and students.

A community food drive can bring in large quantities of items, so be sure to plan for collection, storage and transportation of donations to the Crisis Center.

### Why are you motivated to hold a food drive?

Your inspiration could encourage others to donate.

You may have heard that the Food Bank has experienced a 27% increase in clients. Or feel concern for families who need to feed children home for school breaks and summer vacation.

Educating your audience can increase your results. More facts about the Food Bank are listed on the next page to help you encourage others to give.

**The Crisis Center Food Bank provides weekly food sacks for families in need, as well as diapers, bus tickets, vouchers for clothing and household items, work books, emergency financial assistance, and information and referrals.**

**Donations are accepted at the Crisis Center, 1121 Gilbert Court in Iowa City, Monday - Friday from 9:00 a.m. to 5:00 p.m. without an appointment. Please avoid the noon hour as it is our busiest time of day for serving clients.**

To make arrangements for an evening or weekend drop-off, contact Beth at (319) 351-2726.

# Ideas from Past Food Drives

Here are some great ideas that have been used to plan food drives in the past.

## Hold a competitive drive.

It can be fun and very successful to challenge other departments, classes, or teams within your organization to see who can raise the most items for your drive.

Offer an incentive, such as a lunch party, casual Friday, or traveling trophy to the winning team. The Crisis Center weighs all donations and can provide totals to you.

Competition drives are great for businesses, UI departments, K-12 schools, & more.

## Hold a targeted drive.

Drives that focus on a certain item(s) can help us meet the needs of Food Bank clients.

A target drive can easily be tied to an event or season. Asking for soup in the winter or peanut butter & jelly during school breaks can motivate people to donate.

Other ideas for targeted drives include:

- Baby products - diapers, wipes, baby food, formula, etc.
- Hygiene items - shampoo, body soap, toothbrushes, toothpaste, deodorant, etc.
- Cleaners - dish soap, laundry detergent, household cleaners

## Hold the drive at a grocery store.

Grocery drives work well because people can purchase donations while they shop for themselves. Our local grocery stores have been supportive of past community drive efforts.

The best days for a grocery drive are Saturday and Sunday. Please contact the store manager to secure dates and hours, and to understand their rules for soliciting proceeds.

These drives can yield large quantities of donations, so be sure to plan for collection and transportation needs.



Targeted drives are a great way to bring in items that our Food Bank clients need but the Crisis Center cannot afford to purchase.

## Helpful Facts About the Food Bank

The Food Bank gives out more than 3,000 food bags and helps 4,500 Johnson County residents per month

50% of those receiving food from us are children under the age of 18

The number of clients receiving services has increased 27% compared to last year

We distribute 60,000 lbs. of food each month

With only 3 paid staff, the Food Bank relies on 150 volunteers to provide services to our clients



## Tips for Advertising

- Start your promotion at least 1 - 2 weeks in advance.
- Be sure to advertise in the location where the food drive will be held so people know where to drop off their donations.
- Use a variety of methods to reach your audience: Promote the food drive in the monthly newsletter, announce the drive at weekly meetings, post fliers (bathroom stall doors are effective!), and send email reminders.
- Make sure your advertisements include:
  - \* When the drive is happening
  - \* Where the collection box(es) will be
  - \* What items are needed
  - \* Why the drive is important
  - \* Where people can bring monetary donations.
- Color & font size are important when creating fliers. Printing in color on white paper will stand out on bulletin boards, while color paper works best for white walls. Using large type and pictures also helps draw the eye to your flier.

## Items We Always Need

- Cash Donations
- Canned Meat
- Canned Fruit
- Canned Vegetables
- Peanut Butter
- Diapers
- Baby Formula
- Pasta & Rice
- Soups & Stews
- Toilet Paper

Visit our website at [www.jccrisiscenter.org](http://www.jccrisiscenter.org) for our current Top 10 List of needed items and download a flier to distribute and post.

**THANK YOU FOR HELPING THE CRISIS CENTER FOOD BANK!**