

# DRIVE OUT HUNGER

**HARDEE HELP CENTER**

**Food Drive Coordinator Manual**

## **Getting Started**

Holding a food drive is simple to host with a little planning. The following is a checklist to make sure that you have everything you need for a successful drive. Also, consider appointing others who are interested in helping out as your food drive Co-Coordinators.

- Visit and like Hardee Help Center's Facebook page.
- Set a goal. This can be a monetary goal, a food pound goal, or both. If this is your first drive, set a goal you think is attainable. If you have hosted a food drive in the past, try to beat last year's goal. Setting goals will get people excited about your drive.
- Set a date. Giving people a deadline creates urgency and will encourage them to support your drive in a timely manner. Many organizations hold ongoing food drives to benefit the Hardee Help Center's food pantry.
- Pick a location. Whether it's in your office, school, store or neighborhood, make sure to find a location where people can easily drop-off food donations.
- Think about how you will transport your food donations to Hardee Help Center (HHC). We ask that you coordinate with HHC staff to either have it picked up or dropped off.
- Come up with a promotion plan. Some ideas include: host a casual day, compete between departments, hold an auction or raffle, or plan a scavenger hunt to collect items to fill brown bags or items from the most needed items list.
- Document your drive by taking photos. Share your photos on social media or with your friends to encourage them to get involved! Feel free to email them to us at [info@hardeehelpcenter.com](mailto:info@hardeehelpcenter.com).
- Once your drive is over, don't forget to share the success with your donors and with us!

## **Download Materials Online**

When you visit our website you can download the following:

- Talking Points
- Most Needed Items Flyer
- Holiday Food List

## **Promoting Your Drive Out Hunger Campaign Food Drive**

You've set your goals. You've registered your drive. Now it's time for the fun part! Let your creativity flow and make this food drive your own. No idea is too big when it comes to promoting your drive and collecting donations.

1. Use the food drive flyers and posters found online. Flyers can be posted in your break room, distributed at meetings, through inter-office mail or in classes, as an insert in a newsletter, other publications, public bulletin boards, or customer counter.
2. Have your organization match the donated food in some way, such as donating a cash donation for every 100 pounds of food donated by employees or group members.
3. Plan a special event where the cost of admission is a can of food or raise money to buy food by having a company bake sale or garage sale.
4. Hold an auction; everyone loves an auction, especially if the prizes are fun. Auction extra days off, the chance to throw pie at the boss's face or principal, etc.
5. Visually display the food that has been donated to encourage others to give.
6. Have a raffle and offer special donated services from company leaders in exchange for a food donation (i.e. have your car washed by the manager, or lunch with the principal).
7. Sell "casual day" passes in exchange for donations.
8. Promote "Macaroni Monday," "Tuna Tuesday" or other creative ways to encourage donations.
9. Divide employees by department, floor, or building or by school grade. Encourage the groups to compete with each other to see who can donate the most food. Arrange a lunchtime pizza party "on the company: for the highest contributors.
10. Share information about your food drive with your friends, family, and co-workers on Facebook and Twitter. Take photos of the food you collected as a way to encourage individuals to participate in your drive.

## **Educate Your Participants**

It is important to communicate key messages in your publicity efforts:

1. The real need in the community. Use the Talking Points that will allow people to relate to the food drive's purpose.
2. Let people know what types of food are needed by using the Most Needed Items list.
3. Explain that all donations are distributed in Hardee County to families facing a hardship.

## **Delivering the Goods**

Your food drive is likely to generate a variety of support for our neighbors in need.

### 1. Online financial donations

Online financial donations are the most efficient donations.

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

### 2. Food donations

Food donations require additional effort from coordinators like you! Please deliver your food donations to Hardee Help Center location listed below after scheduling with a staff member, or make it easy and schedule a pick up.

Hardee Help Center  
713 East Bay Street  
Wauchula, FL 33873

Please come prepared to help unload if a date and time has not been pre arranged, since we are limited on the availability of staff. IF you have a large amount of food, please have someone from your organization there to assist with unloading.

### 3. Check donations

Check donations are always welcome! If you have check donations, please mail your donations to the following address, and receipts will be mailed to the donor.

Hardee Help Center  
Post Office Box 422  
Wauchula, FL 33873  
Memo: Drive Out Hunger Campaign

\*The Hardee County Ministerial Association dba Hardee Help Center is a 501(c) (3) non-profit organization and all donations are tax deductible.

### 4. Volunteer hours

Volunteer hours can be scheduled by emailing Hardee Help Center at [info@hardeehelpcenter.com](mailto:info@hardeehelpcenter.com) or searching online [www.hardeehelpcenter.org](http://www.hardeehelpcenter.org).

## **Final Steps: Saying Thanks**

Please make sure you convey your gratitude to donors as they donate food. You might also consider hanging a thank you poster at each collection station, inviting donors to sign their name when they drop off food. The important thing is to find way to express thanks to donors!

### **Contact Information**

If you have any questions, please contact the Hardee Help Center Executive Director, at 863-773-0034 or via email at [info@hardeehelpcenter.com](mailto:info@hardeehelpcenter.com).