



The Eugene and Marilyn Glick Center
1121 Southeastern Ave. Indianapolis, IN 46202

FOOD DRIVE TOOLKIT

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Coordinator Instructions

Dear Food Drive Coordinator,

Thank you for leading your organization’s food drive. We appreciate your commitment to helping hunger relief efforts in Central Indiana.

As the Food Drive Coordinator for your organization, you are the liaison between your organization and Second Helpings. We are here to support you. If you need anything, please do not hesitate to contact us using the information on page 4 of this document.

Take a moment to familiarize yourself with the information in this toolkit. We want this experience to be as fun and as easy for you as possible. Even before you start your drive, you should think about how you will get your food drive collection to Second Helpings. Consider combining the delivery of your donation with either a tour of our facility or a volunteer shift. In many cases, Second Helpings may be able to pick-up for your donation. Food donations of 50 pounds or more can be scheduled for pickup through the Second Helpings transportation team.

Let us know what you need and we will be happy to help you.



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Food Drive Checklist

On your mark...

- Appoint a food drive committee to handle the logistics of the drive. Decide who will serve as the main coordinator and point of contact. Consider appointing others who are enthusiastic about the drive. They are your champions.
- Decide if you will raise food, funds or both.
- Set a food drive goal.
- Set a date. For larger drives, it is wise to contact Second Helpings several weeks before your start date so that we can assist with the planning process.
- Set a location.
- Decide on a theme. Food drives with themes can feel more focused. For instance, a spice drive can be themed
- If you plan to have a kick-off event, request a speaker. A Second Helpings representative may be available to talk more about the organization and what we do.

Get set...

- Start planning your marketing campaign. How will you get the word out and get people interested in the drive? (See Contact Information section for promotional help)
- Check out information about Second Helpings from its website to help you find ways to describe the organization on any posters or flyers you create.
- Send out e-mails, memos and newsletters to publicize the drive.

Go!

- Place your collection boxes in heavily trafficked, easily visible areas.
- Send out frequent notifications about your progress toward your goal.
- Include a hunger fact of the day to help highlight the need for food donations. You can find these on the Second Helpings website.
- If competing, send out frequent notifications about the progress of each team.

At the finish line...

- Call Second Helpings to schedule your drop-off or arrange a pickup. If you decide to drop off your donations, please give at least 24 hours' notice before you come by.
- Share your success and thank those who participated.
- Evaluate your drive.
- Set a date for your next drive.



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Holding a food drive for Second Helpings? It's easy!

Aim for 100% participation.

What would happen if everyone in your office or neighborhood donated at least one box of pasta? Donated two pounds of rice? How much could you collect? Having a goal of 100% participation might seem like a lofty one, but remember that peer pressure can be a good thing...if it's focused on a positive goal like this one!

Bag Hunger

Engage your community and challenge them to fill a grocery bag with food and bring it to a drop-off point.

Create a Competition

Sometimes the best food drives are the result of a little friendly competition. Consider having different neighborhoods, teams, or other groups compete against each other. Bragging rights are often enough, but maybe you could sweeten the deal with ice cream, pizza or a trophy for the winners. Either way, friendly competition sparks participation!

Educate

Some of the most successful food drives are ones where participants truly understand what Second Helpings does and why we do it. Need more information? Check out our website at <http://www.seconddhelpings.org>

Facebook and other social media

Don't underestimate the value of social media sites like Facebook or Twitter. These sites can provide you with a quick and wide-reaching ability to get in touch with your community.

Goals

The very first thing you should do is set a goal for this year's drive. When setting that goal, think about the total pounds you would like to raise as well as participation levels. Sometimes aiming for 100% participation is as effective as aiming for a certain number of pounds.



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What should your food drive collect?

Second Helpings relies on food drives to bring in much needed non-perishable items. The items that your organization collects will be used to create nutritious meals for those in our community who may otherwise not get a hot meal that day. The meals are delivered to social services agencies in Central Indiana who serve needy people. Meals go to shelters, day cares, senior centers and after school programs. Donating non-perishable food items helps our volunteers and staff create healthy, flavorful food for those who need it most.

The list below includes items that we always need to have on hand in our pantry.

Bread and baked goods are not ideal because of their short shelf life.



High-Priority Items

| | |
|-------------|---------------------|
| Soy Sauce | Vinegar – all kinds |
| Cooking Oil | Cooking Spray |
| Rice | Garlic Powder |
| Fish Sauce | |

Fund Drive

Consider supplementing your drive with a fund drive. Money collected along with a food drive helps Second Helpings cover the cost of rescuing food, preparing and delivering meals. Be sure to note your food drive on the check so you get credit for the donation. Financial contributions can be sent to:

Second Helpings
1121 Southeastern Avenue
Indianapolis, IN 46250

Contact Information

Questions? Comments? Concerns? E-mail or call Second Helpings with questions about your drive or to have your donations picked up.

Arranging a food drive pickup:
Jon Meinert
jon@secondhelpings.org
(317) 632-2664 ext. 122

Using SH logos and verbiage to promote your drive:
Rob Peoni
rob@secondhelpings.org
(317) 632-2664 ext. 112

Hosting a food drive event:
Statia Murphy
statia@secondhelpings.org
(317) 632-2664 ext. 124