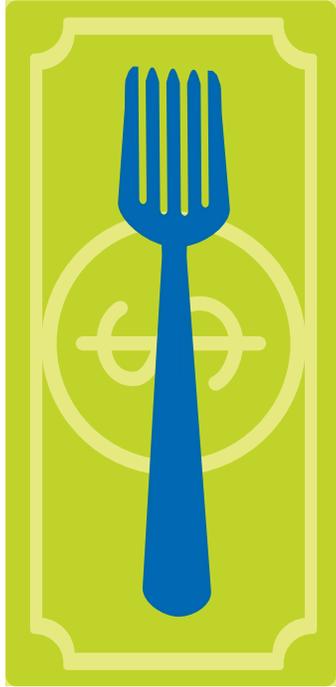


# FOOD & FUND DRIVE



**Coordinator Guide**



second harvest  
**HEARTLAND**

Food changes everything.™

# Thank You for Getting Involved!

Thank you for joining Second Harvest Heartland in the fight to end hunger. Your Food & Fund Drive will make a big difference in the lives of our hungry neighbors!

As the drive coordinator, you will serve as the liaison between your organization and Second Harvest Heartland. This coordinator's guide contains easy-to-follow instructions for starting and managing your drive, as well as useful hints and tips.

We know your Food & Fund Drive will be a great success and fill another table for a neighbor in need. Thanks again for choosing to make a difference!

Sincerely,  
Your friends at Second Harvest Heartland

## Table of Contents

- Getting Started ..... Page 3
- Register Your Food & Fund Drive ..... Page 4
- Food & Fund Drive Toolkit..... Page 4
- Promoting Your Food & Fund Drive ..... Page 5
- Delivering the Goods ..... Page 6
- Final Steps: Saying Thanks ..... Page 7
- Contact Information ..... Page 7



## Getting Started

Holding a Food & Fund Drive is simple to organize 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 & Fund Drive champions!

- Visit and bookmark Second Harvest Heartland's Food & Fund Drive page: [2harvest.org/drive](https://2harvest.org/drive).
- Decide what kind of drive you will sponsor: host the easiest and most effective, online Virtual Food & Fund Drive, collect food and funds through a traditional drive, or both. See page 4 for information on the different types of drives.
- Set a goal. If this is your first drive, set a goal you think is attainable. If you have hosted a Food & Fund Drive for us in the past, try to beat last year's goal. Setting goals will get people excited about your drive. On average, a person donates \$50 or 3-5 pounds per drive.
- Set a date. Giving people a deadline creates urgency and will encourage them to support your drive in a timely matter. Most drives are an average of one to two weeks in length.
- Pick a location. Whether it's right from your home or office chair through a virtual drive; or in your office, school, store or neighborhood, make sure to find a location where people can easily donate.
- If you plan to have a kick-off event, don't forget to request a Second Harvest Heartland speaker. We ask that you please allow a minimum of 10 business days between the date of your request and the event. Request a speaker at [2harvest.org/speakerrequest](https://2harvest.org/speakerrequest).
- Come up with a promotion plan. Some ideas include hosting a casual day, competing among departments or holding an auction or raffle. See page 5 for more ideas.
- Incorporate a volunteer experience into your Food & Fund Drive. You will see donations in action. Use this as a kick-off event, mid-drive push or a way to wrap up your drive. Visit [2harvest.org/volunteer](https://2harvest.org/volunteer) for more information and to schedule your group.
- Begin thinking about how you will transport your food donations to Second Harvest Heartland. To make every donated dollar go further, we ask that you deliver your donated items to either our Maplewood or Golden Valley facilities. More information regarding donations can be found on page 6.
- Document your drive by taking photos. Share your photos on social media and tag us on Twitter and Facebook (@2harvest) and Instagram (@secondharvestheartland). Feel free to email them to us at [drive@2harvest.org](mailto:drive@2harvest.org) too!
- Once your drive is over, don't forget to share the success with your donors and with us!

# Register Your Food & Fund Drive

Once you've decided what kind of drive you will hold—maximizing your impact by hosting an online Virtual Food & Fund Drive, collecting food and funds through a traditional drive, or both—the next step is to register your drive with Second Harvest Heartland.

## Virtual Food & Fund Drive:

For greater convenience, create a virtual Food & Fund drive using our simple online tool. Donors can “shop” online for food items to make a donation. You can also add a virtual food drive to your regular drive and collect funds in multiple ways. Visit [2harvest.org/drive](https://2harvest.org/drive) and click on the “Register for a Virtual Food & Fund Drive” button.

Once your virtual drive is registered you can log into your drive's participant center and personalize your drive page:

- Create your URL. Make it easy to share the link to your Virtual Food & Fund Drive page.
- Leave a personal message on your Virtual Food & Fund Drive page. Let people know why you are raising money for Second Harvest Heartland. Special quotes are a great way to get people involved in your cause.
- Send email messages! We've provided you with ready-made messages, asking your contacts to donate to your Virtual Food & Fund Drive.

## Traditional Food & Fund Drive:

Collect shelf-stable food donations and monetary donations at your place of work, church, school or other organization. Visit [2harvest.org/drive](https://2harvest.org/drive) and click on the “Register for a Traditional Food & Fund Drive” button.

# Food & Fund Drive Toolkit

Visit [2harvest.org/drive](https://2harvest.org/drive) for materials to make your Food & Fund Drive a success.

## Download Materials Online

When you visit our website you can download the following:

- Most Needed Items List
- Promotional Poster – customize to promote your drive
- Progress Thermometer – to track your progress
- Food Collection Container Poster – add these to your containers to collect food donations
- Second Harvest Heartland Talking Points
- Thank You Poster – thank your donors after your drive is complete

**Monetary Collection Boxes:** This brightly colored cardboard box comes flat and can be put together in seconds. This is a great tool to place in easily accessible areas to collect cash and check donations. Boxes can be picked up at our two Second Harvest Heartland locations; no appointment needed.

## Collection Containers

Feel free to use your own boxes or bins. Print a food collection container poster from the toolkit and attach to your container. These tools bring Second Harvest Heartland's need front and center and make food collection easy and efficient. Best of all, these tools are free!

**Food Collection Boxes:** Each box stores flat, opens to 19¾” x 15” x 16” and holds approximately 40 pounds. You will need to tape the box using sturdy packing tape. Boxes are great for smaller drives, or for drives with multiple food collection sites. Boxes can be picked up at our two Second Harvest Heartland locations; no appointment needed.

**Food Collection Barrels:** Large and sturdy, our barrels are best for drives collecting more than 500 pounds of food donations. Each barrel is 3 feet tall and 24 inches in diameter, and holds approximately 150 pounds. Our barrels are re-used, so please refrain from permanently altering the barrels in any way. **A 3-barrel commitment is required for delivery and pickup and reservations are required: call 651.403.6063 or email [drive@2harvest.org](mailto:drive@2harvest.org) to discuss the best way to get these to your location.**

## Promoting Your Food & Fund 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 & Fund Drive your own. No idea is too big when it comes to promoting your drive and acquiring donations.

1. Use our Food & Fund Drive posters found online. Post in your break room, distribute at meetings or add to a newsletter or other publication.
2. Have your organization match the donated funds and food with a financial match.
3. Hold an auction. Auction extra days off, fun baskets or a reserved parking space.
4. Visually display the food that has been donated to encourage others to give.
5. Have a raffle and offer special donated services from company leaders in exchange for a donation (i.e. have your car washed by the manager, or lunch with the president).
6. Sell “casual day” passes in exchange for donations.
7. Promote “Macaroni Monday,” “Tuna Tuesday” or other creative ways to encourage donations.
8. Divide employees by department, floor or building. Encourage the groups to compete with each other to see who can donate the most. Arrange a lunchtime pizza party “on the company” for the highest contributors.
9. Share information about your Food & Fund Drive with your friends, family, and co-workers on social media. Take photos of the donations you collected to encourage others to participate!

## Educate Your Participants

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

- There is real need in the community. Use our Talking Points document that will allow people to relate to the drive’s purpose.
- Educate your donors that a monetary donation is more efficient and impactful. For every \$1 donated we can distribute 3 meals!
- Let people know what types of food are needed by using our Most Needed Items list.
- Explain that all donations are distributed to our agency partner programs, such as food shelves, meal programs and school programs.

# Delivering the Goods

Your Food & Fund Drive will generate a variety of contributions for our hungry neighbors.

- Online financial donations
- Food donations
- Cash and check donations
- Volunteer hours

**Online financial donations** to your Virtual Food & Fund Drive are the most efficient donations. These don't require delivery, generate instant receipts to the donor, are immediately reflected on your Virtual Food & Fund Drive progress thermometer and eliminate the handling of any money on your end. We encourage you to recommend this method of donation to your potential donors.

**Cash or check donations** are always welcome. Please mail cash/check donations to:  
Second Harvest Heartland  
Attention: Food & Fund Drives  
1140 Gervais Ave.  
St. Paul, MN 55109

You can also drop off these donations at either location (see below). For cash donations that require a receipt, please provide donor information so we can mail a receipt (use the Cash Donation Form in the toolkit).

**Important:** Please ask your supporters to make checks out to Second Harvest Heartland.

**Matching gifts:** Many companies have a matching gift program; you make a donation and your employer will donate the same. Remind your co-workers to have their donations matched. Visit [2harvest.org/matchmygift](https://2harvest.org/matchmygift) to see if your company has a matching gift program.

**Food donations** require additional effort from coordinators like yourself! Please deliver your food donations to either Second Harvest Heartland location below. This will help us maximize the value of your donation and our resources.

## Second Harvest Heartland East

1140 Gervais Ave.  
Maplewood, MN 55109

### Collection hours:

- M-F 7:30 a.m. to 12 p.m.  
Use door 34 on north side of building
- M-F 12 p.m. to 4 p.m.  
Please check in at front desk

## Second Harvest Heartland West

6325 Sandburg Rd., Ste. 1700  
Golden Valley, MN 55427

### Collection hours:

- M-F 7:30 a.m. to 3 p.m.  
Use door 6 on the west side of the building

Please be prepared to fill out a short form including donor's name, complete address, phone number and contact name, so that we may properly credit your drive.

If you have 500 or more pounds of food (the equivalent of a filled SUV or pickup truck), we can coordinate a pick up. Please contact [drive@2harvest.org](mailto:drive@2harvest.org) to arrange a date. We do require one week's notice, and a two-week notice during the months of October to December, as this is our busiest season. **Please make sure your donations are boxed and ready on the first floor of your building.** If you have a large amount of food, please have someone from your organization available to assist our driver in loading the donation.

## Final Steps: Saying Thanks

When your drive is complete and processed, Second Harvest Heartland will send communication noting your total monetary and food donations, and the impact your drive had on our community. Feel free to share the letter with those who donated to your drive.

Don't forget to express thanks to your donors! Consider hanging a thank-you poster (found in the online tool kit) where each collection station was located, in your break room, or in an email out to your donors. Take your appreciation to social media—post drive results on Facebook, Twitter and Instagram thanking those who supported your drive.

## Contact Information

If you have any questions, please call 651.403.6063 or email [drive@2harvest.org](mailto:drive@2harvest.org).

# Thank You!



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