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# Gallatin Valley Food Bank Food Drive Manual

## Strengthening Your Community

### One CAN make a difference

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#### Community Facts and Statistics

- The Food Bank responded to over **15,151 requests** for emergency food assistance in 2013. That's approximately 60 households per day.
- On average **118 new** families were served every month in 2013.
- In 2013, **more than 1 in 4** elementary school-aged children qualified for free and reduced priced lunch in Gallatin County.

Thank you for your interest in supporting the Food Bank's efforts to fight hunger in our community! The Gallatin Valley Food Bank is a vital link between food donations and the people who need it. We serve thousands of individuals throughout the Gallatin Valley through our Emergency Food Box Program, the Community Café, and by partnering with over 20 local social service agencies.

Without volunteers like you we would not be able to feed our community members in need!

This manual was prepared to guide you through the steps of planning and holding a community food drive.

You, your community group, congregation, or employer can use this manual for tips and ideas about how to create awareness and participation for your food drive.

No group or amount of food donated is too big or small. We appreciate your efforts.

The staff at the Gallatin Valley Food Bank is available to answer any further questions you may have. If you have a creative idea to share please feel free to contact us!

We appreciate your support, through your efforts you are strengthening your community!



*Volunteers help collect and sort donations during the Annual Postal Drive held in early May.*

## Getting Started- Here Are a Few Things to Consider

- Will you partner or have a contest with another group, business, or organization?
- Who will lead the Food Drive; are the roles clearly defined?
- Do you have a date and duration decided? Drives can be either long or short depending on your interest.
- Will the Food Drive be held at one location or several?
- What "type" of drive are you having? Decide if you will raise food or money, or both. Both are much appreciated!
- Do you have collection materials? Bins, boxes or bags? We typically do not have enough bins to loan out, especially during November and December but feel free to inquire.
- Do you have a goal for the amount of food or money you hope to collect?

## Getting Started Continued...



- How will the collected food get to the Food Bank? You can drop off at the Food Bank M-F from 8am-5pm or call us to arrange a pick-up. We kindly request that if you request a pick-up the total weight of food is over 150 pounds. This saves us valuable time and resources!
- Choose a theme or type of food, for example low-sodium or sugar-free foods, food for kids, or simply “most needed items.” We also have current **Wish Lists** available on our website. The choice is yours.
- Next, complete the **Community Food Drive Registration Form** available on our website: <http://www.gallatinvalleyfoodbank.org/sub/contribute/community-giving/> We kindly ask that you do this **before** starting your Food Drive so we know the details and can be ready when you come!
- Lastly, do you have a way to thank those who donated? A simple note, or small treat goes a long way. We are so grateful for your efforts! You can pass that on to your donors!

## Spread The Word & Advertise!



Now that the details have been ironed out, it's time to start talking about your Food Drive!

Announce your event to your potential participants. You can write a Public Service Announcement (PSA) for the radio, create a Facebook post, a press release for the local paper, send out emails, create flyers and payroll inserts, and display posters talking about the event.

Make sure that your collection locations are conveniently located and visible.

Post a list of items you are collecting near your collection containers to both remind and encourage participation

Include signage that explains the event, hunger statistics (you can find some on our website), and the goal of the drive, and the progress made. This will keep people motivated.

The more people who know about the event and how they can contribute, the more donations you will collect!

## Keep Up the Drive: Get Creative!



Today's the day; your food drive has started! You have volunteers lined up to help with collection, the food drive has been publicized, and the collection bins are out.

Here are some creative ideas:

- Kick off the event with an opening day festivity such as a presentation or a hunger awareness activity.
- Ask your business or organization to match donations.
- Hold a simultaneous event where the entry “fee” is canned food.
- Distribute empty grocery bags to participants with a “Wish List” and ask them to fill the bag with food.

## Keep up the Drive: Continued

- Encourage a friendly competition among departments/classes/groups.
- Offer rewards and prizes to top donors.
- Hold a raffle, auction, book sale, bake sale or car wash to encourage donations.
- Choose a theme; here are a few examples:  
 Back to School-- collect kid friendly snacks such as granola bars, or boxes of raisins.  
 What's for Breakfast-- gather boxed cereal, oatmeal, and other breakfast foods.  
 Feeling Fruity- ask for canned fruits, and fruit juices.
- Have fun and celebrate your success! Your efforts however big or small make a difference!



## Most Needed Food Items

The following nutritious foods are always included in the Emergency Food Box Program and represent items we need on a continual basis:

- Canned meats (tuna, chicken, salmon)
- Canned fruits and vegetables
- Peanut butter
- Canned and boxed meals (Hamburger Helper, soup, chili, stew, Mac and Cheese)
- Canned or dried beans (lentils, black, kidney, pinto)
- Pasta and rice
- Cereals (oatmeal and other boxed cereals)
- Frozen chicken, beef, pork and game meat (must be processed at a commercial processing facility)
- Fresh produce (from your garden or otherwise!)

**To ensure food safety, we are unable to accept any of the following items:**

- Rusty or unlabeled cans
- Homemade items
- Noncommercial canned items
- Noncommercial packaged items
- Alcoholic beverages or mixes
- Open or partially used items

## The Food Is Collected; What's Next?

- Take collected food to the Gallatin Valley Food Bank based on the method that was previously decided. The Food Bank will weigh the food for you when you bring it in.
- Recognize those that helped you plan and gather the food through thank you notes, give out awards if applicable, or consider planning a "thank you" event for participants.
- Share the success of the food drive with the community through a press release or an email blast to participants.
- Review what worked well and what did not work well to prepare you for your next food drive.
- Consider scheduling a time for your group to tour the Food Bank or plan a volunteer opportunity to encourage volunteerism in the future.
- Reserve a date with Food Bank staff for future food drives.
- Congratulate yourself on a job well done! It's through your gracious efforts that the Gallatin Valley Food Bank can feed thousands of individuals every month! Thank you!

## SAMPLE FLYER



Your Group's  
Logo

<NAME OF YOUR FOOD DRIVE HERE>

<Your business/group's tag line here.>

*<Your group's name> is hosting a food drive to benefit the  
Gallatin Valley Food Bank.*

*Join in our efforts to collect <XXXX> pounds  
of food to be donated to those in need.*

**Dates:** The food drive will begin on <XXX> and conclude on <XXX>.

**Goal:** We are looking to collect <XXX> lbs of food. Please join in our efforts to meet our goal. We will also be accepting monetary donations that will go directly to the Gallatin Valley Food Bank.

**Collection Site(s):** <XXX, XXX and XXX>. Please drop off your food donations between the hours of <XXX and XXX>.

**Questions:** <XXX> name, Food Drive Coordinator, <phone number & email>

**Remember:** You have the ability to make a change and help fight hunger in our community. Bring your extra non-perishable food items to us today!

**Consider donating the following items:**

Canned Meats	Canned Meals
Canned Fruits	Boxed Meals
Canned Veggies	Canned and Dried Beans
Peanut Butter	Pasta
Rice	Cereal







# Thank you for your support!