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808-836-3600
HAWEIIFOODBANK.ORG

Let’s Get Started!

FOOD & FUND DRIVES
HOW-TO GUIDE

1 REGISTER
Get started by visiting HawaiiFoodbank.org/food-drive. Here, you can pick what type of Food and/or Fund Drive you’d like to host. You’ll also find links to our helpful toolkit – full of tips and resources to make your efforts a big success.

2 SET GOALS
When you register your Food and/or Fund Drive, you’ll set goals for fundraising and food donations.

   FUN FACT:
   $10 helps provide food for more than 20 meals!

3 STAGE YOUR DRIVE
Set up a safe, designated area to collect food. Choosing a high-traffic, visible area lets people know where they can donate.

   FUN TIP:
   Decorate your donation area to be in line with your theme!

4 RALLY YOUR TEAM
Create a committee with your friends and colleagues to help plan fundraising ideas.

   Get your team excited by hosting a kick-off and keep them energized by providing incentives.

5 SPREAD THE WORD
Promote your Food and/or Fund Drive details via email and social media.

   Keep your supporters updated with weekly communication – providing progress updates and appeals for support.

6 CELEBRATE!
You worked hard to help nourish our ‘ohana. Now, it’s time to celebrate your efforts!

   Schedule a celebration event to share the results of your Food and/or Fund Drive with your supporters.

#GiveByExample #NourishOurOhana
Want to host a Food and/or Fund Drive that’s fun, engaging and memorable? It’s easy – just make it your own! Think about what makes your team, workplace, organization, school or group unique. Then, build your Food and/or Fund Drive around that! Make it a reflection of how your group collaborates, include goals and incentives, and be sure to incorporate what motivates you.

READY ...

- Decide who will serve as the team leader/liaison and point of contact with Hawaii Foodbank.
- Appoint a coordinator or committee to handle the logistics of the Food and/or Fund Drive internally.
- Set a goal.
- Set a start and end date for your Food and/or Fund Drive.
- Consider a theme and entice it with some friendly competition. Food and/or Fund Drives with a theme or centered around an activity generate more engagement – plus, they’re more fun!
  - Skip coffee or a meal out: Encourage everyone to donate the cost of their morning coffee or a meal out to the Food and/or Fund Drive.
  - Fuel up: Encourage everyone to donate their fuel, mileage and insurance savings from working at home.
  - “Gift” back: Ask your attendees to donate to your Food and/or Fund Drive in lieu of giving birthday or holiday gifts.
  - Weekly themes: Each week, assign a different theme such as “Soup-er” Week and ask for donations of canned soup or “Spread the Love” and ask for donations of nut spreads. Do a rainbow drive and ask for different colors every week to increase the variety of donations.
  - Encourage friendly competition: One company challenged their staff and promised their CEO would dress like a leprechaun at the end of the Food and/or Fund Drive – which happened to fall on St. Patrick’s Day – if they beat their goal!

- If you plan to have a kickoff or other event during your Food and/or Fund Drive, request a speaker from Hawaii Foodbank.
- Register your Food and/or Fund Drive and request support materials at HawaiiFoodbank.org/food-drive.
SET ...

- Start planning your promotional campaign – **how will you get the word out?**
  - Send emails, memos, phone messages or newsletters to publicize your Food and/or Fund Drive.
  - Use social media, blogging or a community calendar.
    - If employees do not have email access, use pay stub inserts. For students, include a memo in their weekly envelope.

- If you’re having a kickoff event, whether virtual or physically distanced, make sure all **necessary arrangements** are in place.

- Stage your Food and/or Fund Drive and set up your donation collection area in a **highly visible space**.

- **Decorate** your area to be in line with your theme to make it festive and fun!

GIVE!

- Send out **frequent notifications** about your progress toward your goal.

- Take **progress pictures** and share them with your group.

- Consider including a **Hawaii Foodbank Fact Book** (click here to download) to help highlight the need for donations.

WRAPPING UP

- **Gather all the food and funds** and make arrangements to get it to Hawaii Foodbank by emailing fooddrive@hawaiifoodbank.org or calling 808-954-7867.

- Share your success and **thank those who participated**.

- Evaluate your Food and/or Fund Drive. What went well? What could have been improved?

- Set a date for your **next Food and/or Fund Drive**! Make it an annual event.

- Take a minute to **pat yourself on the back** and remind yourself that all your hard work has made a huge difference in the lives of our hungry ‘ohana. Mahalo!