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.

FIND HELP / DONATE / VOLUNTEER
808-836-3600
HAWAIIFOODBANK.ORG

#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](http://HawaiiFoodbank.org/food-drive).
FOOD & FUND DRIVE CHECKLIST

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!