



Loudoun
Interfaith
Relief

*Food for today.
Hope for tomorrow.*

Food Drive Planning Kit: *Where do you start?*



Where to Start

Thank you for coordinating a drive to benefit our community! As need continues to grow, food drives are becoming an increasingly important way for us to provide for people in need. Here are some steps for a successful drive:

Set a Goal

How many potential contributors do you have? How much can you reasonably expect to collect from each donor? Will you collect food, cash, or both?

(Note: Please help us be good stewards of our resources by not requesting delivery and pick up of food drive boxes unless you are sure your drive will collect at least 1000 pounds of food. For food drives generating less than 1000 pounds, please think about using your own boxes to collect food and deliver your donations to Loudoun Interfaith Relief (LIR). Saving LIR the delivery trip is equivalent to making an additional donation.)

Decide How to Collect the Food

When to use your own boxes: Small to medium-sized boxes work well for small food drives. They aren't too heavy when full and can be decorated with wrapping paper or a food drive poster. Please use this option for any drive generating less than 500 pounds of food.

When to use food pantry boxes: If you plan to raise more than 1000 pounds of food, LIR can coordinate a pick up at the end of the event.

Magic boxes? No such thing! Your containers and boxes are just as great at collecting food donations.

Interfaith Relief Food Pantry Receiving Hours

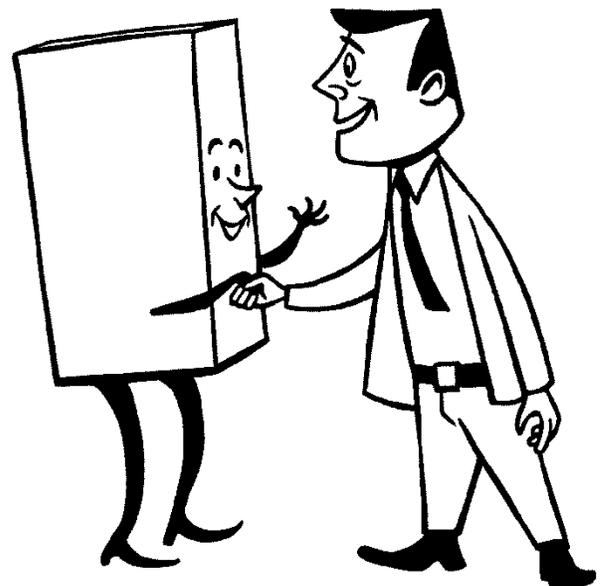
Mon–Fri

9:00 am - 4:00 pm

Sat

9:00 am - 12:00 pm

750 Miller Dr, Suite A1
Leesburg, VA 20175



Planning Checklist

The Basics

- Gather a small group to help organize the drive.
- Decide if you will collect food, money, or both. LIR values both contributions.
- Decide what type of drive you want to start: a party, a competition, etc.
- Set a reasonable goal.
- Agree on the drive length. Will it be one day, one week, or longer?
- Choose the drive's location. Will it occur at one place or at several locations?
- Decide on a collection method.

Getting Everything Ready

- Register your food drive with LIR.
- Send out emails, phone messages, and newsletters to promote the drive. Plan ways to keep up the momentum throughout the food drive.
- Consider arranging a Hunger Awareness Day at some point in your food drive.
- Acquire and decorate barrels or boxes for food collection.
- Arrange to store containers during the drive.

During the Drive

- Update participants on the amount of food and funds you've collected through a sign in a high traffic area, announcements in meetings and newsletters, or e-mail.
- Send out creative messages to keep people excited about reaching goals.

When the Drive is Over

- If you are delivering the food to LIR, coordinate volunteers to pack food properly at the end of the drive. Load and transport it to LIR.
- Deliver your food to LIR between 9 am to 4 pm on Monday through Friday, or make arrangements for pickup (greater than 500 lbs only for pick-up).
- Share the results with all participants. Send thank-you letters. Throw a party. Make awards to celebrate efforts. LIR appreciates the hard work of all our donors!

Get Excited!

Foster Competition

- Plan a healthy competition between departments, classrooms, or teams. Friendly competition adds energy to a drive and helps people remember to donate.
- Offer rewards to top donors: pizza parties, gift certificates, front-row parking for a month, etc. Let employees wear jeans to work each day they donate a canned good. Use creative titles to describe your events.
- Assign specific foods from the “Most-Wanted Foods” list to each team. Alternatively, give a prize to groups that donate a well-balanced collection of foods.
- Encourage monetary donations. A dollar goes a long way. It’s also easier to store and deliver.

Use Your Creative Spirit

- Make colorful posters noting the specifics of your food drive. Include LIR’s list of “most-wanted” foods, along with facts and figures about hunger. Display posters or reminders in restrooms, hallways, lunchrooms, and classrooms, or hang on doorknobs.
- Create a giant thermometer or food can to measure progress

toward your goal. Place the thermometer/can in the front lobby or employee break room.

- Identify your drive with a creative fun name.
- Decorate bags for participants to take home, fill with food, and return.
- Design a paycheck stuffer with information about the drive.
- Designate theme days. Fill a playpen with infant formula one day. Plant a “garden” of planned vegetables the next day.
- Use your workplace’s e-mail or PA system to distribute a hunger fact for each day of the drive. Quiz people at random and hand out small prizes to people who remember the facts.

Make it an Event

- Kick off your drive with opening day festivities. Be wacky, informational, or inspirational.
- Try a silent auction. Nothing drives up cash donations like the possibility of a massage, airline tickets, or homemade items.
- Bake sales, pie-throwing contests, and car washes are tried and true fundraisers.

Creative Ideas

- Organize pledge drives. Ask family and friends to pledge money if you walk or cycle a specific distance.
- Recycle your treasures at a yard sale and donate funds to Food Finders.
- Sponsor a bake-sale.
- Collect food donations for a specific meal, i.e. chili day
- Hold a pizza party where the ticket is a food donation.
- Sponsor an ice cream social.
- Hold a potluck and ask guest to bring a canned good.
- Invite family and friends to make donations to Loudoun Interfaith Relief as a birthday, anniversary, or holiday gift.
- Organize a silent auction.
- Auction your managers in a “Walk-an-hour-in-my-shoes” event.
- Challenge individuals or teams to fill a box with food that weighs more than your box of food.
- Collect food and funds at community events.
- Collect food and funds at sports events such as basketball games, mini-marathons, etc.
- Place donation jars and food bins near break rooms, copiers, and fax machines.
- Sponsor a brown bag lunch. Ask staff to donate a lunch sack full of nonperishable foods. Or, skip lunch on certain days and donate the cost of lunch.
- Have teams build a pyramid of food. Or, ask teams to bring foods representing the nutritional food pyramid.
- Have groups or teams donate a meal: pasta, spaghetti sauce, and canned vegetables, for example.
- Show short videos at lunch break and suggest that admission is a few cans of food.
- Let your imagination run wild, and have fun!
- Host Frugal Friday and have participants donate store-brand canned goods
- Host Thirsty Thursday and ask participants to donate 100% fruit juice.

Tell your most successful ideas to Loudoun Interfaith Relief!

Most Wanted Foods

- Canned meats (tuna, chicken, salmon, etc.)
- Canned vegetables
- Canned fruits
- Canned and boxed meals (soup, macaroni and cheese, etc.)
- Peanut butter and Jelly
- Canned or dried beans and peas (black, pinto, lentils, etc.)
- Pasta, rice, cereal, boxed potatoes
- 100 percent fruit juice (canned, plastic, or boxed)
- Cooking oil
- Shelf-stable milk
- Spaghetti Sauce



To ensure safety, please do not donate:

- Rusty or unlabeled cans
- Perishable items
- Homemade items
- Non-commercial canned or packaged items
- Alcoholic beverages, mixes, or soda
- Open or used items

Registration

Thank you for your interest in coordinating a food and fund drive! Please complete your food drive registration form on the following page. You can mail, fax, or e-mail the completed form to:

Loudoun Interfaith Relief
750 Miller Dr, Suite A1
Leesburg, VA 20175
Fax: (703)777-5531
JRubinos@interfaithrelief.org

If you have any questions, please call Loudoun Interfaith Relief at (703) 777-5911.

Best of luck with your drive, and thank you again for helping Loudoun Interfaith Relief make a difference in your community!

Loudoun Interfaith Relief
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FOOD DRIVE REGISTRATION FORM

Mail to: Loudoun Interfaith Relief
ATTN: Jaime Rubinos
750 Miller Dr, Suite A1
Leesburg, VA 20175

Fax to: (703)777-5911
Or e-mail: JRubinos@interfaithrelief.org

Coordinator Information

I represent a:

school business group/organization church individual or family

First Contact Name: _____

Second Contact Name: _____

Community/ Organization: _____

Address Information

Address: _____

City & Zip: _____ E-Mail: _____

Phone: _____ Fax: _____

Our group estimates collecting _____pounds of food and intend to deliver it to LIR on _____.

Is this open to the public or internal to your organization? _____

If it is public, do you want marketing assistance from LIR? _____

What are you collecting & do you have a theme?

Any questions for LIR?

Loudoun Interfaith Relief, Inc. is a nonprofit 501 c(3) organization. Our federal tax Id#54-1591635. No goods or services were received in exchange for your contribution.

Please remember that saving LIR a delivery trip is equivalent to a donation!

If your group has collected more than 1000 pounds of food, we would be happy to pick it up for you. Otherwise, please bring your donations to us at 750 Miller Dr, Suite A-1 Leesburg, VA 20175

Food Drive FAQs

1. How much does a can of food weigh?

A typical can of food weighs 15 oz—almost one pound.

2. Can my food drive proceeds be picked up tomorrow?

Interfaith Relief wants to run the most efficient operation possible, making the best use of our donor dollars. Because of this, our drivers are pre-scheduled to be in specific areas each day during the week. It is recommended that you schedule a pick up or delivery of boxes 48 hours ahead of time (for 500 lbs or greater).

3. Would you rather I donate money or food?

LIR values all donations. Food drives provide some of the healthiest and high-quality foods we receive. Food donations also provide a direct connection between donors and people who are hungry. Cash donations keep our freezers running and our trucks on the road. They also support innovative programs that address the root causes of hunger through advocacy and public education. This means that your dollars are hard at work actively ending hunger in Loudoun County.

Don't Stop There— Volunteer!

Keep fighting hunger, even after your food drive has ended, as a Loudoun Interfaith Relief volunteer. Volunteers help with the most basic part of our mission: getting food to the people who need it most. Much of our donated food needs to be sorted, repacked, labeled, or processed before it can be distributed to hungry families. We also need drivers and administrative support.

To sign up, visit our website:

<http://www.interfaithrelief.org/volunteer-to-help/>