

Sign up today to host a food drive!

Organization _____
 Contact Person _____
 Phone Number _____
 Email _____

How many barrels do you want? _____
 Location to deliver & pick up barrels:
 Address _____
 City _____ ST _____ Zip _____
If multiple locations, please add them on a separate sheet of paper and how many barrels go to each location

Date & Time for us to deliver barrels

Date & Time for us to pick up barrels

Mailing address if different from location address
 Address _____
 City _____ ST _____ Zip _____

- Please check here if your food drive is collecting for our Sack Pack Program.
- Please check here if you are participating in a "Stuff Our Truck" food drive.

Please fax this form to (423) 622-5874 attn: Jen
 Or you may email the information to
 jferking@chattfoodbank.org

Thank you for your support!



Bridging the gap between
 America's food bounty &
 those who cannot provide
 for themselves.

Food Drive How To's



Why host a food drive?

Many families in our area don't have enough money to buy food. As our economy weakens and food prices continually go up, so do the number of families that need our assistance to provide food.

A food drive is an easy way for you and your organization, business or civic group to help ease the pain of hunger for your neighbors. Many of your members have spare food in the cupboards or would not mind purchasing an extra can or two on their regular grocery-shopping trip.



Food items needed

- | | |
|----------------|-------------------|
| Oatmeal | Peas |
| Grits | Macaroni & Cheese |
| Cornmeal | Spaghetti |
| Pork n' Beans | Dry Pasta |
| Baked Beans | Soup |
| Canned Veggies | Canned Tuna |
| Corn | Cereal |
| Green Beans | Peanut Butter |

Where does the food go?

Food drive donations are used to fill emergency food boxes. These boxes have 55 pounds of non-perishable food items. Many of our clients are retired and disabled, living on a fixed income. Others are the "working poor", earning barely enough to pay their monthly bills with little left for food.

Last year...

The Chattanooga Area Food Bank distributed 14,960 emergency food boxes.

Annually, 700,000 pounds of food are needed to fill the demand for emergency food boxes. As the number of families using this food assistance program grows, so does the need for food.

Your food drive contact at the Chattanooga Area Food Bank

Jen Ferking
 Tel: (423) 622-1800 ext 208
 Fax: (423) 622-5874
 Email: jferking@chattfoodbank.org

2009 Curtain Pole Road
 Chattanooga, TN 37406
 www.chattfoodbank.org

How to have a successful food drive

Appoint a Chairman

Your food drive will need a leader who can oversee the event and motivate people to donate food and funds. This person will also be the point of contact for the Food Bank to call upon with any questions or follow ups.

Selecting a Theme

A theme can set the direction of promotional materials. You can select a theme that is relevant to the interests of your group and their feelings on hunger issues in our area. You may also decide to select a fun theme that will help motivate your group or make the event more exciting.

Selecting Dates

There is no right answer to the length of a food drive. You simply want to give your participants enough notice so that they can be prepared to bring in donations. Your food drive can be a one-day-only event, a couple of weeks or longer than a month. It's up to you and your group.

No matter the length of your food drive, you must have a clear start and end date. It is also good practice to set your actual deadline a few days after your publicized deadline. You will get late donations.

With regards to the time of year, food is needed 365 days a year. Successful food drives can be held at anytime of the year.

Setting a Goal

Setting a goal is a good way to motivate your donors and it provides a sense of accomplishment at the end of the drive.

Choose Your Locations

If you have multiple locations, you may want to recruit someone to help you manage donations at each site. Select high-traffic areas where the barrels will be noticeable with convenient access. Be sure to consider safety and security issues when choosing your locations. You will need to keep the barrels out of the rain and in a secure area on the weekends and evenings.

How Many Barrels

Determine how many barrels to order from the Food Bank. One barrel holds an average of 125 pounds of food. A good way to estimate this is by dividing your goal by 125. This will tell you how many barrels will be needed.

Schedule Delivery & Pick up with the Food Bank

Once you have planned your drive, call Jen Ferking to set up delivery of barrels, food pick ups, and any desired posters or brochures you would like to have on hand.

Food Bank staff will pick up and replace barrels at any time during your food drive. Call Jen when your barrels are starting to fill up.

Promote Your Food Drive

Publicity is the key to a successful drive. Spread the word to as many people as possible and don't be shy about reminding them. People like to be informed about ways they can participate. You will want to begin promoting your drive at least 2 weeks before the start date.

- Profile the food drive in your organization's newsletter
- Send everyone an email
- Broadcast over your organization's PA system or make announcements at meetings
- Create mailbox or paycheck stuffers
- Hang posters in high traffic areas
- Talk to the media about doing a story or PSA
- Be sure to let your group know that monetary donations are also welcome
- Notify the media if your drive is open to the public

The following messages need to be communicated in order to increase collections. Others may be needed also.

- The real need in the community, using statistics and examples group members can relate to
- Types of food needed
- How easy it is to contribute
- Ending hunger is a worthwhile activity that will require the help of every community member
- All food donations are distributed locally

Quick & easy food drives

Just Bag It

Have participants bring in grocery bags. Make a list of grocery items needed for the Food Bank and attach the list to the bags. Send the bags home with each participant for them to distribute in their neighborhood. On the grocery list attached to the bag include a pick-up date and ask neighbors to leave their full bag by the front door for pick-up on that date. This has been a very successful way to drive for food in the past!

Stuff Our Truck

The Food Bank will bring a truck on-site for the morning hours of business. Ask employees and patrons to bring food in and put it directly in the truck as they go into work. The only work for you...getting the message out and calling the Food Bank with a date, there is no need for barrel delivery and/ or coordinating a pick up schedule.

Sack Pack Drive

This program provides school age children that are identified as needing food with a bag full of non-perishable foods for the weekend. Simply make a list of what a typical pack would hold and ask each person in your organization to bring in each item on the list: 1 milk and cereal bar or granola bar, 1-package toaster pastries, 1 can pop-top Beans 'n Franks, 1 heat and serve pasta meal, 1 individual fruit cup with pop-top or peel off top, 1 box raisins or 1 apple, 2 packages crackers 'n cheese or crackers 'n peanut butter, 2 boxed juice drinks.