



# Food & Fund Drive Coordinator Kit

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*The mission of the Capital Area Food Bank of Texas is to nourish hungry people and lead the community in ending hunger.*

## Frequently Asked Questions

*Thanks for your interest in coordinating a Food & Fund Drive to benefit the Capital Area Food Bank! The info provided in this kit will help you plan.*

- ❑ **How do I get started?** 1) Read this Coordinator Kit, 2) check out our [Food & Fund Drive resource page](#) for more helpful tools, and 3) submit your [Food & Fund Drive registration form](#).

If you're reading this kit offline, visit [www.austinfoodbank.org](http://www.austinfoodbank.org) and click on "Food & Fund Drives" under the "How to Help" link on the left-side menu to locate the registration form. Contact us (see last page for contact info) if you do not have access to the internet. We'd be happy to help!

- ❑ **How can I most help the Food Bank?** While donating healthy non-perishable food provides a tangible experience for donors, your financial donation provides the greatest support for the Food Bank – and can be fun and informative, too. *We can provide \$25 worth of nutritious food with every \$5 donated!*
- ❑ **How does my donation get to the Food Bank?** Transportation is a significant cost to the Food Bank. We encourage you to deliver your donation to the Food Bank – consider transportation part of your donation! If your Food & Fund Drive raises an excess of two boxes or barrels (approximately 400 items of food), and you cannot arrange delivery, you may request a pick-up of your donation by calling 512/684-2145. Sorry, we cannot pick up in residential neighborhoods.
- ❑ **Where is the Food Bank located?** 8201 South Congress Ave. (15 minutes south of downtown, just south of Wm. Cannon)

*IH-35 Route:* Take IH-35 to the Slaughter Lane/ South Congress Ave. exit. Go West on Slaughter Lane to South Congress Ave. (first traffic light). Turn right on South Congress Ave. Go about ½ mile. You'll see the Food Bank on the right. Our loading dock is on the north side of the building.

*MoPac/Hwy. 71 East Route:* Take MoPac south to the Loop 360 South Exit. Follow the signs to Highway 71 East (also known as Ben White Blvd). Take the South Congress Ave. exit. Turn right on South Congress Ave. Continue for several miles and through the intersection at Wm. Cannon. The Food Bank is just south of Wm. Cannon on the left. Our loading dock is on the north side of the building.

- ❑ **What are the Food Bank's hours?** The Food Bank is open and able to accept food and financial donations from 8am–5pm, Monday through Friday. Please make us aware of your drop-off ahead of time by filling out the Food & Fund Drive registration form.
- ❑ **Does the Food Bank offer supplies for Food & Fund Drives?** Yes! The Food Bank has a limited supply of boxes and barrels. See section 3 for more details. Fliers are available to print on the Food & Fund Drive resource page. Fliers encourage folks to get involved and can be used to decorate your own containment supplies.
- ❑ **What food is most needed?** See the Most Needed Items List in section 4.
- ❑ **I would like a Food Bank volunteer at my event. Is this possible?** We encourage you to recruit and place your own volunteers for your event. However, if you need additional assistance, the Food Bank will consider providing support based on set criteria. We recommend all volunteer requests are submitted one month prior to your event.

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### Getting Started *Step-by-step planning for a successful Food & Fund Drive.*

- ❑ **Register your Food & Fund Drive:** Submit your [Food & Fund Drive registration form](#) to help us best support your efforts and accurately track your donations.
- ❑ **Select Dates:** Determine what time frame is most effective in maximizing participation, i.e. a two-week Food & Fund Drive or a one-day collection event. We want your Food & Fund Drive to be convenient for your participants. Hunger knows no season – your support is needed year-round.
- ❑ **Establish a Committee:** You'll need support throughout planning, implementation, and wrap-up – ask for help! Recruit committee members who are natural leaders in your organization and interested in motivating participants.
- ❑ **Set A Goal:** Set a goal for the amount of food and/or financial contributions to be raised. Setting a goal allows you to build momentum for the drive and ignite excitement and participation. The goal can be based on the amount raised through a previous drive, or you can set a goal based on the number of participants. It's up to you!
- ❑ **Promote your Food & Fund Drive:** Share your *call to action* throughout your community of participants to increase involvement. Messaging should be timely, visible, thorough, and concise – and of course, *actionable!* See the Creative Ideas & Helpful Tips in section 5.
- ❑ **Matching Funds:**

Does your workplace match financial donations? Ten dollars a pay period feeds two seniors a month through the Healthy Options Program for the Elderly (HOPE).
- ❑ **Volunteers:**

We encourage you to recruit and place your own volunteers for your event. However, if you need additional assistance, the Food Bank will consider providing support based on the following criteria. We recommend all volunteer requests are submitted one month prior to your event.

  - Estimated funds raised
  - Estimated pounds raised
  - How do you plan on promoting and publicizing the event?
  - Is this a first time event?
    - If not, how much did you raise last year?
  - Timing (as related to other Food Bank events)

*Once we receive your online registration form, we will send you an email confirmation within 1 – 2 business days and will include Food Bank information for you to print and display at your event. We will respond to your volunteer request within one business week if we are able to recruit volunteers for your event. If we are unable to recruit volunteers for your event, please consider using the Food Bank information included in the registration confirmation*

## 3 – Collecting and Delivering Donations

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**Collecting Donations** *Visible promotional materials and well-marked Food & Fund Drive collection areas are important to the success of your drive. You may use your own collection boxes or request supplies from the Food Bank.*

- ❑ **Food Bank Donation Boxes:** Boxes are white with the Food Bank logo printed in black. They are collapsible, which makes them easy to transport in most vehicles. Boxes are aesthetically pleasing and appropriate for public places. Each box can hold approximately 150-200 pounds of food. They stand about 2.5 feet tall. Each box costs the Food Bank about \$3.00, so please do not write directly on the box. Please return it as it was loaned to you.
- ❑ **Food Bank Donation Barrels:** Barrels are bright blue, about 3 feet tall, and 1.5 feet in diameter. The Food Bank logo and “thank you” signage are affixed to the barrel and must not be removed. Each barrel can hold approximately 200-250 pounds of food. A truck, van, or SUV vehicle is needed to transport barrels. Please do not write directly on the barrel. Please return it as it was loaned to you.
- ❑ **Financial Donations:** A secure container should be used to collect financial donations. Be sure to note on your promotional material that financial donations are accepted and encouraged.
  - **Consider a Virtual Food Drive, which allows your participants to donate online- anytime, anywhere using a credit card.** We’ll create the donation page using images and messaging you provide. Then, we’ll provide you with the URL so you can share it in all your promotions.
  - Financial donations made to the Food Bank are tax-deductible. All donors who donate via check or credit card will receive a thank you for tax purposes.
  - Make checks payable to: Capital Area Food Bank of Texas
- ❑ **Fliers/Posters:** Printable posters are available on the [Food & Fund Drive resource page](#).

**Delivering Donations** *It's over and it's a success!*

- ❑ **Pack Food Donations:** Put all food donations in a sturdy container. Remember, someone will have to lift the box, so don't overload.
- ❑ **Deliver Your Donation:** Transportation is a significant cost to the Food Bank. We encourage you to deliver your donation to the Food Bank – consider transportation part of your donation! If your Food & Fund Drive raises an excess of two boxes or barrels (approximately 400 items of food), and you cannot arrange delivery, you may request a pick-up of your donation by calling 512/684-2145. Sorry, we cannot pick up in residential neighborhoods. After Food Bank staff weighs your food donation and counts your financial donation, you will be provided a receipt for your records.
- ❑ **Thank You:** A formal letter of thanks will be mailed to your attention.
- ❑ **Tell Us Your Story:** Send an email to [mrobbins@austinfoodbank.org](mailto:mrobbins@austinfoodbank.org) and tell us about your Food & Fund Drive if you'd like!

## 4 – Most Needed Items

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## Nonperishable Food

- Canned meats like tuna, stew, and chili (pop-tops preferred)
- Canned vegetables
- Pasta and pasta sauce
- Beans
- Healthy cereals
- Peanut butter

## Money

**With every \$5 donated, the Food Bank can:**

- Provide \$25 worth of nutritious meals

*Financial donations made to the Capital Area Food Bank are tax-deductible.*

# Creative Ideas and Helpful Tips

- ❑ **Promote Your Food & Fund Drive:** Dress the office with posters, use e-mail, send a memo, mention in your internal newsletter, and announce the drive at departmental meetings. Consider promoting your Food & Fund drive in bulletins and newsletters.
- ❑ **Make Participation Easy:** Food collection sites should be well advertised, visible, and easy to find. Central locations such as break rooms, meeting rooms, and reception areas work well. Offer a Virtual Food Drive online and include the URL in emails and e-newsletters.
- ❑ **Host a Virtual Food Drive:** A Virtual Food Drive allows your participants to donate online-anytime, anywhere using a credit card. We'll create the donation page using images and messaging you provide. Then, we'll provide you with the URL so you can promote it. Let us know about your interest in hosting a Virtual Food Drive when you submit your registration form.
- ❑ **Match Dollars, Double Employee/Participant Donations:** Ask your organization or business to make a matching gift. For example, a corporation or organizational leadership could donate \$1 for every pound of food or \$1 donated by employees.
- ❑ **Build a Team:** Your Food & Fund Drive can be more fun and successful if you use creative approaches together. Ask for support from one person from each floor or building to help as Food & Fund Drive point-people.
- ❑ **Request a Food Bank Speaker:** Food Bank speakers are available upon request to share information about our programs, hunger in Central Texas, and the Food Bank's work. Requests for a speaker can be made on the registration form, or by contacting us by email or phone.
- ❑ **Request a Food Bank Tour:** Food Bank tours are available upon request. Tours last 20-30 minutes and provide an up-close look at our facility and operations. Requests for tour can be made on the registration form, or by contacting us by email or phone. Groups and individuals welcome.
- ❑ **Make It Educational:** Food & Fund Drives provide an opportunity to educate participants about hunger and how they can make an impact in their community. Make use of educational materials on our [Food & Fund Drive resource page](#). Share [facts about hunger in Central Texas](#). [Join our online community](#).
- ❑ **Skip a Meal:** Encourage participants to skip a meal and donate the money they might have spent on food to the Food Bank. This will give participants a perspective on how hungry Central Texans lives are impacted by hunger.
- ❑ **Round Up and Donate:** For retailers or restaurants, encourage customers or employees to "round-up" purchases to the nearest dollar and then donate the difference to the Food Bank on their behalf.
- ❑ **Celebrate Your Success:** At the completion of your Food & Fund Drive, announce the individuals or groups who made the highest contributions. Publish the results on your website or in your newsletter. Thanking all participants ensures more will participate again next time!

**Media Contacts** *It is your responsibility to promote your Food & Fund Drive with local media. The following will assist you in creating and distributing a press release.*

**As you write the headline and lead paragraph of your press release, use the following tips:**

- Make sure you wait until you have something with enough substance to issue a release.
- Make sure the information is newsworthy.
- Start with a brief description of the news, and then distinguish who announced it- not the other way around.
- Make sure the first 10 words of your release are effective, as they are the most important.
- Avoid excessive use of adjectives and complicated language. Deal with the facts.
- Make it as easy as possible for media representatives to do their jobs.

| Media Type   | Name                       | Fax Number   |
|--------------|----------------------------|--------------|
| Print        | Austin American-Statesman  | 512-445-3679 |
| Print        | Austin Chronicle           | 512-458-6910 |
| Print        | Oak Hill Gazette           | 512-301-0122 |
| Print        | Round Rock Leader          | 512-255-3733 |
| Print        | Westlake Picayune          | 512-328-6470 |
| TV           | KXAN (36, cable channel 4) | 512-469-0630 |
| TV           | KVUE (24, cable channel 3) | 512-533-2233 |
| TV           | Fox 7 (cable channel 2)    | 512-495-7060 |
| TV           | CBS 42 (cable channel 5)   | 512-490-2111 |
| TV/Cable     | News 8 Austin              | 512-531-1234 |
| TV - Spanish | Univision                  | 512-533-2885 |
| Radio        | KLBJ AM                    | 512-832-1579 |
| Radio        | KGSR- FM                   | 512-832-1579 |
| Radio        | KUT                        | 512-232-5441 |

**Seven basic elements that every press release should have in terms of content and appearance:**

**“FOR IMMEDIATE RELEASE” or the date of the release:** These words should appear in the upper left-hand margin, just under your letterhead. Capitalize every letter.

**Contact Information:** Skip a line or two after release statement and list the name, title, telephone and email address of your company spokesperson. It is important to give an after-hours number since reporters often work on deadlines and may not be available until after-hours.

**Headline:** Skip two lines after your contact information and use a boldface type.

**Dateline:** The city your press release is issued from and the date you are distributing your release.

**Lead Paragraph:** Grasp the reader's attention and include all the relevant information (who, what, when, where, why).

**Text:** The main body of your press release where your message can be fully developed.

**Recap:** At the lower left-hand corner of your last page restate the specifications of your release.

**About Us** *The Capital Area Food Bank of Texas is a non-profit organization which serves as a clearinghouse by receiving, storing and distributing truckloads of donated food and grocery products to 21 Central Texas counties.*

### Food Bank Programs

- ❑ **Kids Cafe** In partnership with existing after-school programs, the Food Bank provides more than 35,000 meals each month to children who rely on the food they receive at school. Parents and siblings are invited to volunteer and share a meal, helping to strengthen and nourish families.
- ❑ **Wheels of Sharing Mobile Pantry** Often, small, rural towns in Central Texas do not have the resources to provide basic social services to families in need. The Wheels of Sharing Mobile Food Pantry brings staple foods, fresh produce, and meats to remote communities in Central Texas where no pantry is available.
- ❑ **Capacity Building Program** was launched in late 2006 to strengthen Partner Agency capacity, ensure improved access to food for underserved populations and areas, and ultimately advance the Food Bank's mission to nourish hungry people and lead the community in ending hunger.
- ❑ **Fresh Food For Families** The working poor, elderly and those on fixed incomes can rarely afford fresh produce. 28 distribution sites, run by Food Bank Partner Agencies, make these fresh nutritious foods more available. FFFF provides an average of more than 100,000 pounds of produce to more than 3,600 families each month.
- ❑ **Healthy Options Program for the Elderly (HOPE)** Paying for medicine, utilities, and rent diminishes the resources needed to buy food for seniors living on fixed incomes. HOPE sites provide groceries to more than 1,900 seniors an average of 20 pounds of groceries each month.
- ❑ **CHOICES** Low income families consume inexpensive foods low in nutritional quality and high in calories, fat and sugars. Free classes, led by our nutritionist, help individuals and families make smart decisions at mealtime. Classes are free and open to income eligible individuals.
- ❑ **Food Stamp Outreach** Food stamps are a key way to address the nutritional needs of low-income Texas families, and one of the nation's most important defenses against hunger. The Food Bank hopes to remove barriers by helping clients' access food stamps through its outreach and application assistance program with the Health and Human Services Commission (HHSC).
- ❑ **Regional Food Delivery** For Partner Agencies serving rural populations, Regional Food Delivery (RFD) brings perishable and packaged food items to 21 conveniently located drop sites in the outlying areas of Central Texas. The Food Bank delivers more than 105,000 pounds of food and grocery products each week to 121 Partner Agencies.

# Thank You

By contributing to the Food Bank through a Food & Fund Drive, you help provide nutrition for more than 300,000 people who rely on food provided by the Capital Area Food Bank every year. Thank you for supporting hungry Central Texans! We hope your experience with the Capital Area Food Bank of Texas is a great one!

Please feel free to contact Molly Robbins, Community Events Manager:

[mrobbins@austinfoodbank.org](mailto:mrobbins@austinfoodbank.org)

512/684-2531 phone

512/282-6606 fax