



# Coordinator Guide



# Thank You for Getting Involved!

Thank you for joining Second Harvest Northern Lakes Food Bank in our hunger-relief work. Your Food & Fund Drive will have great impact on our Northland neighbors in need!

As the drive coordinator, you serve an important role as the liaison between your organization and our food bank. This coordinator's guide contains easy-to-follow instructions for starting and managing your drive, as well as useful hints and tips.

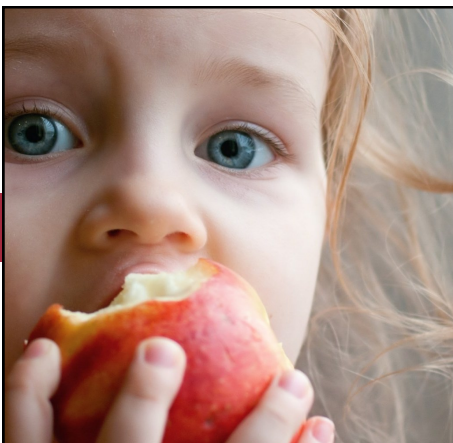
We know your drive will be a great success, feeding many NE Minnesota and NW Wisconsin families, children and seniors in need!

Sincerely,

Your friends at Second Harvest Northern Lakes Food Bank

## Table of Contents

Getting Started	Page 3
Food & Fund Drive Toolkit	Page 3
Promoting your Food & Fund Drive	Page 4
Delivering Your Donations	Page 5
Final Step - Say Thank You!	Page 6
Contact Information	Page 6



# Getting Started

Holding a Food & Fund Drive is simple to organize with a little planning. The following checklist will ensure you have everything you need for a successful drive:

- Decide what type of a drive you will host. Collect food, funds or both.
- Set a goal. If it's your first drive, make it attainable. If you've hosted a drive before set a goal to exceed your last drive. On average, an individual donates \$50 or 3-5 pounds of food per drive.
- Set a date. Giving participants a deadline creates urgency and encourages them to participate in a timely manner. On average, drives are one to two weeks in length.
- Pick a location. Whether your office, school, store or neighborhood, choose a location that makes it easy for people to donate.
- Request a speaker. If you are planning to hold a kick-off event, simply contact us two weeks prior and we will do our best to offer a speaker to motivate your participants.
- Include a volunteer experience with your drive. Contact us to get your participants involved in a volunteer activity. They'll see how we put your donations into action and be even more motivated to participate.
- Plan your drive delivery to our food bank. To make every donated dollar go further, we ask that you deliver your donated items to our location. Exceptions may be made for drives in excess of 500 pounds (the equivalent of a filled SUV or pickup truck).
- Take photos of your drive and post to Social Media tagging us on Facebook (@northernlakesfoodbank), Twitter and Instagram (@northernlakesfb) and email them to us [info@northernlakesfoodbank.org](mailto:info@northernlakesfoodbank.org).
- Share your success with us and your participants after your drive is over!

## Food & Fund Drive Toolkit

You'll find materials to support your drive on our website [northernlakesfoodbank.org/GetInvolved](http://northernlakesfoodbank.org/GetInvolved):

- Most Needed Food Items List
- Food Drive Signs
- Power of Your Dollar Signs
- Cash Donation Form
- Food Donation Guide

### Monetary Collection Boxes

Most drives use small standard cardboard boxes and the Food Drive Signs we provide.

### Food Collection Boxes

Most drives use large standard cardboard boxes or plastic totes and the Food Drive Signs we provide. For large food drives we may be able to provide large cardboard totes (subject to availability).



# Promoting your Food & Fund Drive

You've set a goal and now it's time to promote your Food & Fund Drive. Have fun and be creative!

1. Use our Food & Fund Drive posters available on our website [northernlakesfoodbank.org/GetInvolved](http://northernlakesfoodbank.org/GetInvolved). Post in public areas at your site, distribute at meetings, add to your newsletter or bulletin.
2. Ask your organization to match your food and fund donations with a financial match (E.g. 1 pounds = \$1.00).
3. Hold an auction to raise funds – auction a day off, a special parking spot, or prized item.
4. Hold a raffle and offer a special service donated by your organization's leadership in exchange for a donation (E.g. a leader washing your car, lunch with the leader, etc.).
5. Offer a "casual day" in exchange for a donation.
6. Promote "Tuna Tuesday" or "Fruit Friday" and encourage specific food donations during certain days of your drive.
7. Encourage team competition amongst departments offering a special treat to the team who raises the most.
8. Share information about your drive on Social Media to encourage friends, family and/or co-workers to participate.

## Educate your Participants

It's important to communicate key messages when promoting your drive (see the following page):

- There is a real need – this will allow people to relate to your drive's purpose.
- Dollars go further – for \$1 donated we can distribute enough food for 3 meals.
- Specific foods are desired – share our Most Needed Items list.
- Donations have regional impact – our food is distributed throughout NE Minnesota (St. Louis, Carlton, Lake and Cook counties) and NW Wisconsin (Douglas, Bayfield, Ashland and Iron counties).



# Delivering Your Donations

## Cash or Checks

May be delivered in person at our office located at the front of our facility, Monday-Friday, 8:00 a.m. – 5:00 p.m. or mailed to:

Second Harvest Northern Lakes Food Bank  
Attention: Food & Fund Drives  
4503 Airpark Boulevard  
Duluth, MN 55811

For cash donations which require a receipt, please provide complete donor information to ensure our completion. A Cash Donation Form is available on our website [northernlakesfoodbank.org/GetInvolved](http://northernlakesfoodbank.org/GetInvolved).

## Matching Gifts

Many organizations offer matching gifts for your donation. Check with your organization to see if they have a Matching Gift Program and double your impact!

## Food Donations

May be delivered at our distribution center located at the back of our facility, Monday-Thursday, 9:00 a.m. – 4:00 p.m. or Fridays, 9:00 a.m. – 2:00 p.m.:

Second Harvest Northern Lakes Food Bank  
4503 Airpark Boulevard  
Duluth, MN 55811

Please be prepared to complete a short form including individual and/or organization's name, address, and telephone number so we may properly acknowledge and record your drive.

- If you have 500 or more pounds (the equivalent of a filled SUV or pick-up truck) we may be able to coordinate a pick up at your location. We do require at least one week's notice and keep in mind that November and December are our busiest months. Please ensure your donations are boxed and ready for pick-up when we arrive. Also, please plan to have people available to assist our driver in loading your donations.

## Final Step - Say Thank You!

When your drive is complete and processed, Second Harvest Northern Lakes Food Bank will send communication noting your total monetary and food donations and impact on our region. Please feel free to share this letter with your drive participants.

Don't forget to thank your donors too! Consider hanging a thank you poster where each collection area was located and/or send an email to them. Take your appreciation to Social Media – post drive results and photos on Facebook, Twitter and Instagram thanking those who supported your drive.

## Contact Information

Marketing and Special Events Coordinator  
Second Harvest Northern Lakes Food Bank  
4503 Airpark Boulevard  
Duluth, MN 55811  
(218) 336-2304  
[info@northernlakesfoodbank.org](mailto:info@northernlakesfoodbank.org)

# Thank you!

