

Step-by-Step Guide to Conducting Food & Fund Drives

Step 1: Gain approval from your company or organization (if necessary).

Step 2: Determine a start and end date.

Step 3: Set a goal to raise \$5 or more per participant. Choose one or more of the ideas in this guide or create your own to reach your goal, and communicate that goal to your group!

Step 4: Go to www.mauifoodbank.org and click *Register a Food & Fund Drive*. You can also call us directly at 808.243.9500.

Step 5: Promote, promote, promote! People don't know if you don't tell them. Put the MFB logo on your flyers, emails, and additional promotional items. Don't forget to tag us in your social media too! We're on Facebook, Twitter, LinkedIn, and Pinterest! [#mauifoodbank](#)

What does setting up a Food & Fund Drive involve?

MFB Actions:

- The Maui Food Bank will drop off and pick up all materials (bins, banners, posters, fish bowls, etc.) if expected poundage is over 100 lbs. See page 10 for examples.
- Is your bin full? Call MFB and we will be happy to send a driver over to trade your full bin out during your Drive.

Your Actions:

- Promote, promote, promote! People don't know if you don't tell them. Put the MFB logo on your flyers, emails, and additional promotional items. Don't forget to tag us in your social media too! We're on Facebook, Twitter, LinkedIn, and Pinterest!
- Keep the Maui Food Bank updated on your progress. If you have any questions or concerns our staff is by your side!
- Be sure to thank those who donated to your event! They will receive a Mahalo card from MFB, but it's always nice to come from the organizer themselves.



Creative Ideas for a Hau`oli (Happy) Time

Dress Down or Up Give employees the option to either dress down in jeans or dress up in a themed costume (favorite team shirt day, ugly sweater day, etc.) for a minimum donation of food and/or funds for the Maui Food Bank.

CANstruction! Form teams to “CANstruct” structures made entirely of food to display at your office, school or organization. Once the structures are taken down, donate the items to the Maui Food Bank. Implement a *People’s Choice Award*, where participants can donate \$1 to cast a vote for their favorite structure.

Beat the “Can-petition”!

Everyone becomes a team player when you challenge others in your office or organization to help feed hungry people. Different departments can compete to see who can raise the most food and/or funds. Hold an event where the price of admission or participation is a donation for the Maui Food Bank. Volleyball, Basketball or Frisbee Golf games are sure to draw a crowd. You can also have a “friendly competition” between floors in an office building, alumni groups, rival high schools or whoever wants to help the cause!

Bin Decoration Contest Involve your most creative members in a bin decorating competition. The rest of the members can “vote” for their favorite by placing food in the bin. The Maui Food Bank can provide you

with bins. Construct a theme around a timeframe: Season change (“Spring Into Giving,” “Falling for Food,” etc.), Back to School, a company anniversary, are all good themes to build food and funds drives around.

Party with a Purpose! Host a Food and Fund Drive in conjunction with a company event such as a picnic, staff dinner, or birthday party. The food and funds are their ticket in.

Prizes and Incentives: Everyone loves to be recognized for their efforts. Reward food

and fund drive organizers or top performers with prizes like:

- Gift certificates, tickets or movie passes
- “Sleep in Late” or “Time Off” coupons
- Prime parking spots

- Awards or plaques

If a poundage goal was set and met, you can offer incentives like:

- Casual Day
- Pupu Party
- Free Lunch

Additional ways to get your company involved:

- Request a tour of the Food Bank.
- Collect loose change around the office.



Top Seven Most Needed Items

Financial Contributions

Canned Meat & Tuna

Canned Fruits & Vegetables

Canned Meals & Soups with
Protein

Cereal

Rice

Pasta



FOOD AND FUND DRIVE GOAL SETTING

If this is your first time coordinating a Food & Fund Drive, figure out how many people are likely to participate.

Choose a dollar amount and/or food poundage that you feel is reasonable for your donors to contribute during your Food & Fund Drive.

For example you could assume each person will donate \$5 or 5 pounds of food. This will give you a ballpark figure to shoot for. Your goals don't have to be exact. They simply provide your organization with a target.

Example 1

An organization with 300 people:
 $300 \text{ people} \times \$5 \text{ per person} = \$1,500$

Example 2

An organization with 300 people:
 $300 \text{ people} \times 5 \text{ pounds per person} = 1,500 \text{ pounds of food}$

MAUI FOOD BANK

FOOD AND FUND DRIVE GOAL SHEET

Number of Participants: _____

Date(s) of Food and Fund Drive: _____

Total Goal:

_____ Pounds of Food

_____ Funds for Food



FOOD DRIVE MATERIALS

Here are sample marketing materials that MFB can provide for your Food & Fund Drive:

Vacation Flyer



Hungry Child Flyer



Top 7 Flyer



Food Drive Poster



Bin (Large Trash Can Sized)



Bag Hunger Flyer



2 x 6 Mahalo Banner

