

The Hunger Task Force

La Crosse's only FREE and LOCAL Food Bank

Our mission: To eliminate hunger by harvesting community resources and being a voice of the hungry

We are a food bank serving 90 meal sites, food pantries, and youth programs.



Food & Funds Drive Information Packet

The Hunger Task Force
1240 Clinton St.
La Crosse, WI 54603
Phone: 608-793-1002
Fax: 608-793-1003

www.lacrossehtf.org
lacrossehunger@gmail.com

Thank you for your interest in planning a food and/or funds drive to benefit the Hunger Task Force. Food and funds drives are fun, easy ways to gather resources to help those in need. In the past few years, many food banks have witnessed a decrease in the amount of food donated from manufacturers and retailers due to their increased efficiency in production and new technologies. As a result, food and funds drives are more important than ever! In the following packet you will learn everything you need to know to host a successful drive. Good luck and thank you!

Getting Started!

Here's a suggested course of action to make your drive a success:

Step 1: Read this packet!

Step 2: Designate a coordinator. This person will be responsible for communication with your local food bank, promoting the food drive to your target audience and coordinating the actual collection. Depending upon how large your organization is, you may want to have several people act as a committee, but there should only be one person in contact with the food bank.

Step 3: Decide on dates and theme. Food drives can be conducted at any time of the year. While the holidays create a large demand for food assistance, *food is needed year-round!* March and April (March Against Hunger) are especially good collection times because of national Feinstein Foundation match we receive for amounts collected. September and October are usually slower months for food drives so would be optimum times for your assistance.

Step 4: Set a Goal. Aim High! For example, seeing a visual symbol of your goal helps people set high expectations. This could be a chart, a picture of a truck or a small school bus or a some grocery carts or a number of boxes. (500 pounds of food equals approximately 50 paper grocery bags.)

Step 5: Plan. Think about where collection points will be and what you will use to collect food in. Depending upon the size of your organization, you may want to have several collection points. You will need at least one container at each collection point. Small cardboard boxes will work. The Hunger Task Force can provide tote boxes with handles that work extremely well. Keep in mind that large, visible collection points act as continuous publicity to your drive, so if you have time, decorate containers and hang posters around them to draw attention. In coordinating your collection areas you should also consider where food will be kept if there is overflow. *Keep in mind also that every paper dollar (\$1.00) donated reduces our delivery costs to agencies, thereby increasing the distribution of food.*

Step 6. Promote. Hang posters, hand out flyers, send memos, make announcements at meetings, put notices in your local newsletter and put collection boxes out early. Spreading the word is essential to your food drive's success. There is a sample flyer at the end of this packet. See the next page for more creative promotion ideas.

Step 7. Collect. Continue promoting throughout the collection. As donations come in, check collection points for overflow; box items as you go.

Step 8. Prepare food for delivery or pick-up. Upon completion of your drive, please call The Hunger Task Force at 608-793-1002 for pick-up or deliver the food during our hours of operation:

8 a.m.-3 p.m. Monday-Friday
or by special arrangement

Our building shares the parking lot with the Boy's & Girl's Club on the north side of La Crosse. You will receive a thank you letter and be added to our website thank you page.

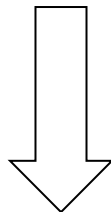
Items especially needed by the food pantries we supply are canned meats, peanut butter, canned fruits and nutritious cereal. *We accept all non-perishable foods.*

Think Healthy! Consider asking for: low-sodium soups, brown rice, wheat pasta, tuna in water, fruit in water, etc.

Other items to consider collecting are hygiene and toiletries! We desperately need items such as toothpaste, toothbrushes, toilet paper, deodorant, shampoo, conditioners, razors, and feminine products.

Please call us if you have any questions about your drive.

MORE



Make It Fun: Think Outside the Box!

The most important factor in a food drive's success is how well it is promoted. Here are a few ideas for making sure your drive doesn't go unnoticed:

- Provide every student/employee/group member with a bag to fill with food.
- Hold casual-dress days at your office, where employees who donate a dollar or a canned good are allowed to wear jeans.
- Plan special days for the donation of certain items (i.e. soup day, canned meat day, baby items day, canned fruits and vegetables day, etc.)
- Hold competitions between classes or departments for the most food collected.
- Organize an event, party, car wash, etc. where food is the price of admission.
- Set goals and reward students or employees with a party or no-homework day.
- Invite a public official, television reporter or sports celebrity to kick-off the event.
- Invite a representative from the food bank to give an informational presentation.
- Make a large graph that shows your goal and color it in as you go. The graph can be shaped like a food item or a bag full of food.
- Take pictures of everyone who donates 5 pounds or more and post these.
- Try to “stuff” an office, school bus or car with food.

FOOD DRIVE

To Benefit:

The
Hunger
Task Force
OF LA CROSSE



Your Free and Local Food Bank

Hosted by:

Dates: _____

Location(s):

**You CAN make a
difference!**