



FOOD DRIVE TOOL KIT

733-735 Broadway Street, Lowell, MA 01854

978-454-7272

www.mvfb.org

Hours of Operation - Monday-Friday 8:00-4:00

Any questions please email Debbie Callery at dcallery@mvfb.org

Let's Get Started

Make A Plan

- **Form a Committee** - appoint a chairperson and round up the troops, the more the merrier. Great team building exercise!
- **Select a Theme** - Seasonal or Holiday, Back to School, or Summer Vacation, Fill a Bag to Fill A Belly.
- **Set the Date** - Will it be a one-day drive or a month long drive, that's for you to decide. We think 2 weeks is a perfect amount of time for you to rally your team members
- **Set a Goal** - Set a target for the amount of food and/or funds you hope to collect. This will help generate momentum for your drive. No worries if you don't reach your goal. Remember every can counts!
- **Let Us Know** - Give us a call or shoot us an email to let us know that you are hosting a drive. We will gladly help with promotion! 978-454-7272 or email Debbie Callery at dcallery@mxfb.org.

Promote, Promote, Promote

- **Flyers & Posters** - Download one of our printable flyers or create one of your own. Hang them in high traffic areas in your building or school
- **Social Media** - Share your good work on all of your social media platforms, making sure posts are fun and engaging.
- **Spread the Word** - Good old word of mouth, email blasts, and newsletters. However you are able to let people know what you are doing! **Shout it from the roof tops!**

Collecting the Food

- **Boxes & Bins** - Place your boxes or bins in central locations throughout your building so that everyone can see them.
- **Preferred Food List** - Be sure to provide our preferred food list with your staff, students, friends so they know what to donate



Virtual Collection

Can't get to the store....here are a couple of great options!

- **Amazon Pantry** - is a great option for anyone who is unable to contribute at your location. Food can be ordered and shipped directly to the foodbank. www.amazon.com/gp/pantry An added bonus and donation is if you log in using Amazon Smile and select the food bank as your charity of choice and we will receive an additional donation from Amazon.
- **Walmart Registry for Good** - We have set up a registry with a few of our favorite things! Find us at www.walmart.com/registry/registryforgood/

Please designate the purchase as a gift - enter your name and company so we can credit your drive with food contributed.

Raising Funds

- **Checks & Cash** - Designate an individual to accept any cash or check donations, keeping them in an envelope and locked away. Checks should be made payable to **Merrimack Valley Food Bank, Inc.**
- **Website Donations** - Direct people to our website where they can donate securely using a credit card. Ask them to put your organization name on the designated line so we can provide you with a grand total at the completion of your drive. mvfb.org select the **Donate Now Button**
- **Facebook Fundraiser** - Host a fundraiser on Facebook. All donations are directly deposited into our operating account and there are no fees!
- **Matching Gifts** - Inquire with your company if they have a matching gift program. Many organizations will offer a match dollar for dollar.
- **Supermarket Gift Cards** - An easy way to give is to simply purchase a gift card to a local supermarket, Target, or Walmart store.



Delivery

If you are able to deliver your food drive, consider the savings in time and transportation cost to the Merrimack Valley Food Bank as an extra donation! Your food drive can be dropped off Monday-Friday between the hours of 8:00 a.m. and 3:30 p.m. **Please call to schedule your drop off at 978-454-7272.** This way we are expecting you and will have all hands on deck to help.

Schedule a Pick-up

If you collect 500+ pieces (500 lbs) we will gladly make arrangements to pick-up the food drive at your location. Please call the food bank at **978-454-7272** to schedule your pick-up.

The Grand Finale

- Upon completion and delivery of your food drive you will receive a confirmation/thank you letter which will include our tax ID for your tax purposes
- The confirmation will include the total number of pounds of food collected through your drive as well as the total amount of funds
- Thank your team members and all who participated.
- Post pictures on social media and your website
- Share your photos with the food bank and we will give you a shout out on our social media!
- Give yourself a great big pat on the back for a job well done

Thank you for choosing the Merrimack Valley Food Bank as the recipient of your food drive!

