



—MERRIMACK VALLEY—  
**FOOD BANK**

*Food Drive Tool Kit*

1703 Middlesex Street – Lowell, MA 01851

978-454-7272

[www.mvfb.org](http://www.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! But don't be afraid to tackle it alone!

**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! Call 978-454-7272 or email Laurie at [lmcanespie@mvfb.org](mailto:lmcanespie@mvfb.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



These links can be easily accessed through our website, under the "Help Us" then "Donate Food" tab!

# Virtual Collection

**Amazon Pantry** – You can run your food drive entirely virtually or this is a great option for anyone who is unable to contribute at your location. Food can be ordered and shipped directly to the foodbank.

[https://www.amazon.com/hz/wishlist/ls/382OPNW3VI6O8?ref\\_=wl\\_fv\\_le](https://www.amazon.com/hz/wishlist/ls/382OPNW3VI6O8?ref_=wl_fv_le)

**Walmart Registry for Good** – We have set up a registry with a few of our favorite things! Please designate the purchase as a gift – enter your name and company so we can credit your drive with food contributed.

<https://www.walmart.com/registry/rr/6a505ca5-73dd-4750-9b1c-4dc7123a4932>

**You Give Goods** – This is another platform to host a food drive electronically. To start an event for the MVFB, visit their website and simply search for us by name. <https://yougivegoods.com/start/goods/31129>

## 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. Our website is [www.mvfb.org](http://www.mvfb.org), then select the "Donate" Button.

**Facebook Fundraiser** – Host a fundraiser on Facebook. This is an easy way to spread the word about the fundraiser, and all donations are directly deposited into our operating account.

**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. Our address is 1703 Middlesex Street Lowell, MA 01851.

Please call to schedule your drop off at 978-454-7272.

## Schedule a Pick-Up

If you collect 1000+ pieces (1000 lbs) we will gladly make arrangements to pickup 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 raised. If your funds were raised online please let us know when you drop off your food drive so we can add it to your thank you letter!

## We love pictures!

**If you take any photos during your food drive or drop off – please share them with us or tag us in them on your social media for a chance to be featured on our website and social media accounts!**



Merrimack Valley Food Bank



@merrimackvalleyfoodbank



@MVFoodBank



mclougherty@mvfb.org or kproulx@mvfb.org



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