

2008

## **Poverello "FOOD & FUND DRIVE" Coordinator's Manual**

### **The Poverello Center**

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[www.poverello.org](http://www.poverello.org)

## 2008 Poverello "FOOD AND FUND DRIVE MANUAL"

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## 2008 Poverello "FOOD AND FUND DRIVE MANUAL"

### Why Host a Food and Fund Drive?

#### **Hunger in Broward County**

In Ft. Lauderdale and Broward County hunger is invisible. For thousands of hard working families holding two jobs hardly covers rent, utilities, fuel, and medical expenses. Food is an unaffordable luxury for the 1,000 individuals The Poverello Center serves each month.

#### *Comments from a mother of three...*

"Without this food, I don't know what we would do"

"Last week the question was, do we buy groceries or pay the water bill?"

#### **Food and fund drives alleviate hunger**

By participating in a food and fund drive with The Poverello Center you can make an immediate difference in the life of a family. Organizing and contributing to a drive at your workplace, with your community group or simply with a few of your friends is a fun and meaningful way for you to alleviate local hunger.

#### **Your drive**

As a Food and Fund Drive Coordinator, you should plan, promote, and manage your drive in a way that is convenient and meaningful for you. Food and fund drives can be hosted at workplaces, schools, clubs, places of worship, and even at public locations within the greater community. This manual and our website area are designed specifically to help you coordinate a drive that is both fun and successful.

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### **READ THIS BEFORE YOU BEGIN!**

Before you launch your drive, consider the important items below. Use the template as a worksheet to help you plan your drive.

#### **SET GOALS!!!**

Determine what your organization wants to achieve by running a Food and Fund Drive. We highly recommend that you set both food poundage and financial donation goals. If you've participated in the past, consider setting a "stretch goal" that will significantly improve upon your prior performance. Please note: When your participants donate online through our Virtual Food Drive they will view the goals of your drive and what progress everyone has made toward those goals.

#### **FOOD AND FUND DRIVES**

We suggest that you incorporate both fundraising and food collection goals into your drive. This way participants can choose to contribute in a way that is most convenient to them.

**Fund Drive Component** – Encourage financial donations using the Virtual Food Drive and the promotional materials and cards we provide to you. Remember The Poverello Center can stretch each dollar further than the average consumer! For every \$2.00 donated The Poverello Center can provide two nutritious meals.

**Food Drive Component** - Place collection boxes in key locations throughout your organization where participants can drop off non-perishable food items. Pass out "Most Needed Food" document.

#### **LOCATION, LOCATION, LOCATION**

Choose an area for your collection boxes that participants will easily notice. If you have a large office or campus, you may want to put boxes in multiple high traffic locations.

#### **MAKING IT COUNT**

Choose specific dates that your drive will begin and end. A Food and Fund Drive can last for two hours or three months. The length of your drive will be determined by your resources and your goals. The average Food and Fund drive lasts two to three weeks. Determine your strategy based on your marketing plan, any events you intend on hosting and your understanding of the participant population.

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### **VIRTUAL FOOD DRIVE**

The Poverello Center developed the Virtual Food Drive so that individuals could enjoy a shopping experience without having to buy non-perishable food items at the store. As we continue to promote proper nutrition and healthy eating behaviors it is critical that the Food Bank supplements donated foods with purchased foods such as produce, meat, milk and eggs.

The dollars donated online allows us to purchase nutrient rich foods at wholesale prices. We can stretch each dollar donated further than the average consumer which enables us to feed more people in need.

#### **Top five reasons to use the Virtual Food Drive**

1. It is the easiest way for Food and Fund Drive Coordinators to track donations.
2. Individuals can have a shopping experience from the comfort of their desks.
3. Donations made through the virtual food drive portal are reflected in your drive's online totals within 72 hours; checks and food donations can take 2 – 3 weeks.
4. Participants can see first hand how The Poverello Center can stretch their dollars to feed the community and alleviate hunger.
5. Logistically it may be easier to promote your drive online and participants find it simple to make a difference with a few mouse clicks.

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### "LIGHTS"

#### Step One - Supplies

The Poverello Center will provide all the basic supplies you'll need at no cost.

##### **BARRELS**

The Food Bank provides food collection barrels for your drive. If you order three or more barrels, they will be delivered directly to your site. Full barrels are picked up and the food donations are weighed and recorded by Food Bank staff.

##### **How many barrels should I order?**

One barrel holds approximately 125 pounds of food. We suggest you take your "food poundage goal" and divide it by 125 to determine the number of barrels you will need.

**Use the will call system for one or two barrels.**

Due to limited resources, the Food Bank is unable to deliver orders of less than three barrels . If you only need one or two barrels for your food drive you can pick them up at our distribution warehouses in Wilton Manors. Once your barrels are full or your drive is over, a The Poverello Center truck is dispatched to pickup your barrels and left over materials. If you need less than three barrels please see our will call information page or call the donor hotline for more details.

**Team Tracking:** If you are holding an inner office competition for donations please see our Team Tracking Guidelines or call the donor hotline for more details.

**PROMOTIONAL CARDS** We can provide you with cards that give participants easy instructions on all of the ways they can contribute. Promo cards include Virtual Food Drive instructions, financial donation instructions, and food donation instructions.

**POSTERS** Full color posters measure 18" x 24." Order enough posters to feature in high traffic locations at your organization.

**PAPER GROCERY BAGS** Standard paper grocery bags are printed with The Poverello Center's information on them including the most needed foods. Participants can take the bags home and bring them back filled with food.

**PLASTIC BAGS** Smaller plastic bags with handles are also available in bundles of 70. These bags also have Food Bank information with them.

**COIN CAN COLLECTION BANKS** (Maximum 10 per location – quantities are limited)

Coffee sized donation containers with Food Bank information on them. Cans must be returned to the Food Bank and can be picked up by a driver when your barrels are picked up. Please empty cans of all money before the driver picks them up. Please note drivers cannot accept cash at time of pickup. If you are not having barrels picked up, you must return the cans directly to The Poverello Center.

**DONATION ENVELOPES** Number 9 sized envelopes to distribute to participants to collect donations. Envelopes can be mailed directly to The Poverello Center or collected by the drive coordinator.

## **2008 Poverello "FOOD AND FUND DRIVE MANUAL"**

### **"CAMERA"**

## **Step Two – Schedule Barrel Deliveries and Pickups**

- 1. You can schedule a time for the Food Bank to deliver or pick up barrels during the enrollment process and/or you can call our donor hotline at 954-561-3663 ext 105.**
- 2. We suggest scheduling at least one pickup when enrolling for your drive.** Please note: pickup dates around Thanksgiving and Christmas tend to fill up very quickly and we often do not have the resources to add pickups that are not pre-scheduled.
- 3. Barrel deliveries and pickups are available from 10am to 3pm Monday through Friday.**
- 4. We are not able to schedule exact appointment times.**
- 5. All changes or additions to your orders need to be made a minimum of two business days prior to scheduled delivery or pickups.**
- 6. For safety reasons, drivers are required to use elevators when accessing additional levels.** Please do not place barrels on upper levels that do not have elevator access.
- 7. Drivers cannot accept cash at pickup.**

### **WHAT IF MY BARRELS ARE FULL BEFORE MY PICK-UP DATE?**

If your barrels are full before your drive is over we are happy to schedule a barrel exchange. Our drivers will bring empty barrels to your location and pickup your full ones. Please call the donor hotline to make arrangements.

### **HOW DO I DEAL WITH OVERFLOW OF FOOD?**

If you have an overflow of food, please place it in boxes and estimate how many barrels it would fill. Be sure to contact the Food Bank two business days prior to scheduled pickup to notify us of the additional food.

### **HOW CAN I GET ADDITIONAL SUPPLIES?**

Additional supplies, such as posters, envelopes, and bags, can be delivered at the time of your barrel exchange. Be sure to contact us two days prior to your scheduled barrel exchange if you would like additional materials. If you do not need a barrel exchange, additional materials can be picked up directly at one of our two distribution sites using our will call system.

**For order changes and information, please contact the donor hotline at 1-954-561-3663.**

## 2008 Poverello “FOOD AND FUND DRIVE MANUAL”

### “ACTION!”

#### **Step Three – Enrollment**

The last step in the process is to enroll your organization as an official Poverello Center Food and Fund Drive participant. The enrollment form will provide The Poverello Center with your organization’s information, your goals, as well as your requested materials and barrel delivery and pickup dates.

**Please note: if you are not enrolled in a drive your organization’s name will not appear on the Virtual Food Drive drop-down list that participants see when donating online.**

Before you begin completing the enrollment form please have the following information in front of you:

- Address and locations where you would like us to deliver barrels
- Types of campaign materials you would like to order and how many of each you will need
- Fundraising and food collection goals

You may enroll online at: <http://www.poverello.org> or use the printable copy of the enrollment form which is included at the end of this manual and fax or mail it to us.

## 2008 Poverello "FOOD AND FUND DRIVE MANUAL"

# CREATIVE IDEAS

## Corporate Drives

Through the many years of hosting Food and Fund Drives, corporations have discovered creative ways of promoting and running successful drives.

### Host a Kick Off Event!

Host a fun event to kick off your Food and Fund Drive. There are a variety of activities that you can organize for a kick off event that will help raise awareness and money! Here are a few ideas:

- Hold a raffle with fun prizes such as having the CEO or manager act as the winner's assistant for a day!
- Host an event and donate the admission fees to the Food Bank. One company held a karaoke party where donors could bid to make someone sing. Nominated singers could counter-bid to get out of singing.
- Organize an auction with creative items. At one live auction, the CEO sold the shirt off his back!
- Sell treats, such as baked goods, sandwiches, or coffee drinks.
- Sponsor a carnival with an executive dunk tank.

### CANNED FOOD SCULPTURE CONTEST

Each year the Food Bank hosts a canned food sculpture contest. This can be a great activity for a kick off or finale event. Teams work to build the best sculpture out of packaged food, using their food donations. An award for the best sculpture of the year is presented by The Poverello Center.

### HOLD COMPETITIONS

Friendly competition is an excellent way to motivate people to participate in your campaign. Departments, buildings or management lead teams can compete against each other.

### LEADERSHIP INVOLVEMENT

Many organizations get executives and managers involved in creative ways. Leaders in your organization can become team leaders and champions for their participants. One company hosts a Peanut Butter and Jelly Sandwich-Making Day. Employees pay a donation to have an executive or CEO make a sandwich according to their specifications.

### HOST A RACE

Some of the most successful events held by corporations are races. It's a fun team building event that both spectators and racers can get involved in and it's a great fundraising tool. One company held an executive tricycle race. In addition to entry fees, employees were allowed to "bet" on the winner, with all money going directly to The Poverello Center. The day of the race spectators could pay to have certain teams moved forward or backward at the starting line. These races can be done with single participants or as relays to get more people involved.

## 2008 Poverello "FOOD AND FUND DRIVE MANUAL" CREATIVE IDEAS

### School Drives

Below are some examples of what schools have done in the past to make their Food and Fund Drives successful.

- Organize a hunger banquet. For details visit <http://www.hungerbanquet.org/>.
- Teach a unit on nutrition and hunger and encourage students to educate their peers, neighbors and families on the effects of malnutrition. This is a great way for youth to understand the disadvantages that low income students have when it comes to food choices and healthy eating behaviors.
- Find out how much the average student's lunch costs and consider donating that amount to the Poverello Center. Since Poverello can leverage a dollar better than the average consumer, we can provide 20 meals with just \$10.
- Have a food collection or virtual food drive competition between classes or clubs and reward the winners with a party.
- Create and sell a cookbook with low cost and healthy meals - donate the proceeds to The Poverello Center.
- Hold a "penny war" between classes and donate the funds collected to The Poverello Center. Provide incentives or prizes to the winning class.
- Host a bake sale or a yard sale and donate the proceeds to The Poverello Center.

We may also be able to provide you with a guest speaker, if you are interested. Please contact Sam Taylor, at 954-561-3663 or [www.samtaylor@poverello.org](mailto:www.samtaylor@poverello.org) with any questions.

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### CREATIVE IDEAS

#### Congregation Drives

Here are some examples of what other congregations have done to raise funds for their Food and Fund Drives.

- Promote a fast. As you fast remember those for who hunger is not a choice, but a fact of life. Donate the money you would have spent on a meal to The Poverello Center.  
If you prefer, collect a special offering for Poverello instead of sponsoring a fast.
- Take up a second collection during services.
- Host an empty bowl event. For more information visit [www.emptybowls.net](http://www.emptybowls.net)
- If your congregation hosts bingo, consider holding a game where all of the proceeds are donated to The Poverello Center. Everybody wins!
- Set up an area with information about local hunger and a coin can for people to make free will donations during coffee hour. Poverello can provide you with special coin collection cans.
- Challenge your youth group to make a difference! Did you know that close to half of the people that The Poverello Center serves are families with children?
  
- Youth groups can host car washes, pancake breakfasts, and bake sales, simple soup suppers or any other fundraising events to help alleviate local hunger today!

The Poverello Center can provide you with talking points related to the work that we do to alleviate hunger.

We are also able to provide you with a guest speaker.

Please contact Sam Taylor, at 954-561-3663 x 105 or [samtaylor@poverello.org](mailto:samtaylor@poverello.org) for more information.

## The Poverello Center Food & Fund Drive Enrollment Form

This form is used by the Food Bank to collect the information we need to help you run a successful drive. If you have any questions or need help enrolling, please contact the Sam Taylor, 954-561-3663 ext 119. Please provide your general organization information below.

Fax back to 954-566-7868 or enroll online at <http://poverello.org>. You will receive a confirmation by e-mail, fax, or phone upon entry of your order. Please allow three business days for order entry.

### Organization Information

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Organization Name: \_\_\_\_\_  
*as you would like it to appear*

Organization Type: (check one)  Corporation under 250 employees  Corporation over 250 employees  
 School  Congregation  Civic/Community group

Estimated Participants:

Main Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Main Phone: \_\_\_\_\_ Main Fax: \_\_\_\_\_

**Please enter your organization's dollar and pound goal below**

Goal Dollars: \_\_\_\_\_ Goal Pounds: \_\_\_\_\_

### Food Drive Coordinator Contact

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The Food Drive Coordinator is the primary contact for your Food Drive. This is the person who will receive campaign updates, donation totals, and award information.

Coordinator Title (Mr., Ms. etc): \_\_\_\_\_

Coordinator Name: \_\_\_\_\_ Position: \_\_\_\_\_

Check here if the coordinator's address is the same as the organization's

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Coordinator Phone \_\_\_\_\_ Fax \_\_\_\_\_

Coordinator E-Mail \_\_\_\_\_

**PLEASE CONTINUE TO NEXT ENROLLMENT PAGE**

## The Poverello Center Food & Fund Drive Enrollment Page 2

### LOCATION INFORMATION

If you have multiple locations, please copy this form and fill it in its entirety for each location

A location is defined by the Food Bank as the place where you would like materials delivered. You are able to have multiple locations for each enrollment – for example, multiple buildings or multiple sites. You will need to provide location, contact and delivery information for each location.

Address (if different) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Hours of operations: \_\_\_\_\_ Nearest Cross Street: \_\_\_\_\_

#### Food Drive On-Site Coordinator Information

This is the person the driver can contact for barrel pick-ups or deliveries if there are issues at this location.

Check here if the On-Site coordinator's address is the same as the Food Drive Coordinator:

Coordinator Title (Mr., Ms. etc): \_\_\_\_\_ Coordinator Name: \_\_\_\_\_

Main Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Main Phone: \_\_\_\_\_ Main Fax: \_\_\_\_\_

Coordinator E-Mail \_\_\_\_\_

### SUPPLIES

**Barrels:**

Due to limited resources, orders of one or two barrels must be picked up directly from the warehouse via our Will Call System. Any barrels obtained through the Will Call system can be picked up from your site except during the following blackout dates: November 5th - 9th, November 19th - 30th, December 17th - 21st

**Promo Cards:**

These cards give participants easy instructions on all of the ways they can contribute. Promo cards include financial (both online and offline) and food donation instructions. Cards available beginning October 17th.

Bags - paper: \_\_\_\_\_ Posters: \_\_\_\_\_ Bags - plastic: \_\_\_\_\_

Coin Cans: \_\_\_\_\_ Donation Envelopes \_\_\_\_\_

Limit 10 per location

### DELIVERY INFO

Requested Delivery Date: / /  Requested Pickup Date: / /

Swap Date(s): dates you would like your full barrels picked up and replaced with empty barrels)

1. / /  2. / /

3. / /  4. / /

Instructions for drivers: \_\_\_\_\_