



## *Amherst Survival Center Food Drive Tool Kit*

### **Running Your Food Drive**

*Thank you! Your generous support enables us to feed our hungry neighbors.*

#### **Before: Questions to Consider**

Who is the Food Drive organizer? Please provide the Pantry Coordinator with a **name, e-mail, and phone number** for contact with this person.

- Have you registered the food drive? (<http://bit.ly/1m4Edp6>)
- What's your goal? (for e.g. number of people who will participate or pounds you want to collect)
- How will you collect the donated food? (in bags or boxes)
- What materials will you need? (posters, ASC donation envelopes, ASC brochures or fact sheets)
- How will you spread the word? (for e.g. posters, email, social media)
- Will you pre-sort the donated items?
- How and when will you deliver the food?



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# Food Drive Checklists

### **BEFORE THE DRIVE**

- Appoint a food drive committee to handle the logistics of the drive.
- Decide who will serve as the main coordinator and point of contact for the drive.
- Decide if you will raise food, funds or both.
- Consider setting a food drive goal.
- Set a date. For larger drives (> than 500 lbs), you may want to set at least one week
- Set a location.
- Decide if you want to choose a specific theme. Even if you don't choose a specific theme, you may want to consult our top ten list of needs from our website:  
<http://amherstsurvival.org/donate/food-donations/>
- Contact Amherst Survival Center's Food Pantry and fill out a Food Drive Registration Form.
- Think about how you will deliver your donation to the Amherst Survival Center.
- Start planning your publicity and how you will get people interested in the drive.
- Identify Center materials that you'd like to have available during the drive.
- Send out e-mails, social media posts to publicize the drive.
- Get a table and other things you may need such as boxes or bags to collect items.



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### **DURING THE DRIVE**

- Place your collection boxes or grocery carts in heavily trafficked, easily visible areas.
- Send out frequent notifications about your progress toward your goal by e-mail and/or social media.
- Bring a plastic jar for cash donations
- Bring a Food Drive sign
- Bring fastening materials to help you attach the sign to a shopping cart, if you're doing it by a supermarket.
- Bring handouts (food drive "shopping lists") to distribute to shoppers to use to purchase items for the food drive (meant to be collected and re-used, if possible)
- Bring Amherst Survival Center brochures
- Please pre-sort and organize what you collect, bagging similar items together. It's a big help if you can do this as you collect the food or before it's brought to the Center.

### **DELIVERING THE DRIVE**

- Call the ASC Food Pantry Coordinator to schedule your drop-off time and location, and give contact information for the person making the delivery.
- Get the weight of your drive from the Food Pantry coordinator and share it with your members.
- Follow-up by sharing your success and thank those who participated.
- If you're bringing donated funds, make sure they're in an envelope and give them to the Amherst Survival Center staff person.
- Evaluate your drive. What could have been better? How could the Amherst Survival Center have been more helpful to you? Let us know.



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# FOOD DRIVE FAQ – Frequently Asked Questions

**Q: I want to hold a food drive for what the Amherst Survival Center needs right now. How do I find out?**

Contact our Food Pantry Coordinator at 549-3968 ext.104 or go on our website at [www.amherstsurvival.org](http://www.amherstsurvival.org) to find out our current needs. Then when you have decided when to hold your Food Drive, register it with our Pantry here: <http://bit.ly/1m4Edp6>.

**Q: Will Amherst Survival Center pick up my collection?**

Part of holding a food drive is arranging for the delivery of the collection to the Amherst Survival Center. You will need to contact the Pantry Coordinator in advance, schedule a date and time for delivery, and identify a contact person.

**Q: Do we need to pre-sort and organize what we collect?**

You don't have to, but doing so would be a great help to the Food Pantry. If you choose to do so in advance, thanks so much!

**Q: I will be dropping off our food drive donation. Where do I take it?**

When you schedule the delivery of the food drive to the Amherst Survival Center at 138 Sunderland Road (across from Cowl's), the Pantry Coordinator will also coordinate your drop-off location.

**Q: Do you accept baby food?**

Yes. Unexpired and sealed baby food is accepted and distributed by the Food Pantry.

**Q: Do you accept toiletry or other non-food items?**

Yes. In addition to food, our Food Pantry also makes personal care items available. Specifically, our food pantry families have a consistent need for soap, shampoo, toothbrushes, toothpaste, deodorant, toilet paper and baby diapers. Check with our Food Pantry Coordinator (549-3968 x104) for current needs.

**Q: We collected money with our food drive. Do those dollars equate to pounds?**

Absolutely. In fact funds go farther in terms of what we can get and distribute. For every \$0.33 you raise, we can feed one person one meal with a mix of purchased and donated food. Every dollar you raise helps feed three people. Checks should be made payable to "Amherst Survival Center". Fund drives help to increase the amount of food we can distribute to our neighbors.

**Q: Do you have collection bins for us?**

No. However, if you need assistance with ideas on how to transport the food for delivery, please ask the Pantry Coordinator.

**Q: Can I use your logo on our marketing materials?**

You can use our Food Drive logo! We just ask that you send us a copy of all the materials you create using our logo. Contact the Amherst Survival Center via e-mail to receive an updated copy of the logo for your use.