



ARKANSAS
**FOOD
BANK**

MEMBER OF
**FEEDING
AMERICA**

Food Drive Manual and Tool Kit

Getting Started

Hold Your Food/Fund Drive in Six Simple Steps

Set your goals and dates.

- 1** - Establishing a written and shared goal with your food drive team will greatly increase your participation and results.
- Food drives can last anywhere from a few hours to a couple of months. They can also be done annually, semi-annually, quarterly, or monthly. Set your dates based on your goal and team time commitment.

Decide how and where you will collect your food/funds.

- 2** - The Foodbank has boxes and barrels for use, in limited quantities. Please contact our community development coordinator at 501-565-8121 to reserve ahead of time. Note that you are responsible for picking the items up and returning them.

Visit our website www.arkansasfoodbank.org and access the Food Drive Enrollment Form.

- 3** - Once you get to the Home page, click “I want to help”, then “host a food drive” from the drop down menu. From there click “please complete this form” highlighted in red at the end of the first paragraph.

Promote your food/fund drive!

- 4** - One of the critical, important keys to a successful food drive is to get the word out about the event. Use social media, bulletin boards, posters, emails, and more to promote your event.

Deliver the food/funds to the Foodbank.

- 5** - Because the primary purpose of the Foodbank’s vehicles and transportation staff is for delivering food to our agencies, we ask that you make every attempt possible to deliver your contributions to our warehouse. If you have any questions or concerns regarding food delivery, please contact the community development coordinator, Nick Bradford at 501-569-4315.
- For drives located outside of Pulaski County, we would be happy to connect you with a local member agency for food drop-off if transporting to Little Rock is an issue.

Thank your donors, volunteers, and yourself!

- 6** - Thanks to the generous support of people like you, the Foodbank is able to help people attain one of life’s most basic needs: food.

Virtual Food Drives

Organizing a Virtual Food Drive on behalf of your school, corporation, faith-based organization or other group is the most efficient way to benefit the Arkansas Foodbank, because we can purchase food at a lower cost—thereby making your dollars work harder. To enroll your group, contact our community development coordinator, Nick Bradford at 501.569.4315.

WHY A VIRTUAL FOOD DRIVE MAKES SENSE

Holding a virtual food drive lets you or your group get involved with ending hunger in central and southeast Arkansas in an easy, immediate and highly effective way. Among the benefits of hosting an online drive:

- Virtual format makes it easy to use and manage.
- It allows for 100 percent group involvement.
- It's eco-friendly and cost-efficient.
- Every \$1 provides five meals.
- Dividing your group into competing teams adds fun and boosts morale.

\$1 donation = 5 meals

Financial gifts of all amounts are always appreciated here at the Foodbank. For every one dollar donated, we are able to turn it into five meals for hungry Arkansans. Donations also support many of our programs at the Foodbank, such as our Food for Seniors, Food for Kids, and Food for Families programs.



Arkansas ranks second in the nation for food insecurity.

Food For Families

Most Needed Items

- Canned meats (chicken, tuna, and beef or pork)
- Peanut butter
- Meal entrees (Hamburger Helper, Pasta skillet meals, Canned Pasta meals)
- Canned Soup
- Rice
- Dry beans
- 100% juices (juice boxes)
- Breakfast items (cereal, bars, instant oatmeal, & Pop Tarts)



*Please note that certain foods are not allowed by the Health Department in Food Drives. These items are perishable foods, glass jars and bottles, homemade items, alcohol, expired food, baby food, opened jars or containers, non-canned seafood, and dog food.



277,150 people face food insecurity in the Arkansas Foodbank 33-county service area.

Food For Kids

Most Needed Items

- Individual cereal boxes/breakfast bars
- Canned meals (ravigoli, beefaroni, spaghetti & meatballs, etc.)
- Easy open soup or stews
- Easy Mac
- Fruit/applesauce cups
- Granola bars
- Nuts or trail mix packets
- Baby food in plastic (no glass)
- Peanut butter and jelly



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One in FOUR children are at risk for hunger in Arkansas, making Arkansas the 2nd worst in the nation for childhood hunger.

Food For Seniors

Most Needed Items

- Ensure/Boost
- Peanut butter
- Canned meat (tuna, chicken, ham)
- Easy open canned soup
- Juice
- Fruit cups in juice or water
- Whole grain items
- Brown rice
- Low sodium/heart healthy options



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One in FOUR seniors are at risk for hunger in Arkansas, making Arkansas the 5th worst in the nation for senior hunger.

Promoting Your Drive

- **Word of Mouth:** This is the best, easiest way; tell everyone you know about the food drive (co-workers, friends, family, group members etc....)
- **E-mail:** Send an e-mail to everyone in your organization, family and friends
- **Facebook, Instagram and Twitter:** Create, post, and send invites out via social media. This can be a great free marketing resource for your food drive. Be sure to post tons of pictures and even videos of your food drive and tag the Arkansas Foodbank.
- **Print:** Make copies of flyers, posters, and use the top 10 needed items
- **Media:** Contact local media (radio, newspaper, magazines, public access channels etc...) and give them the food drive info. If anything they may post it to their online event calendar.
- **Bulletin Boards:** Post the flyers and any other print materials you have made to bulletin boards at local city offices/ libraries, businesses, churches, schools and parks.



The Arkansas Foodbank distributes enough food for 60,500 meals a day and 742,000 visits a year.

After Your Drive

Reward participants for their good work. Send a thank-you email to all volunteers and include the final donation amount. You also may want to develop a list of lessons learned for future events. Email Nick Bradford at nbradford@arkansasfoodbank.org with your tallies, along with any suggestions for improving our procedures. And be sure to reward yourself—you've helped fill humanity's most basic need!