

**NORTH LIBERTY
COMMUNITY
PANTRY**

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**TOP 10
SUGGESTED
DONATIONS**

1. Cash or Monetary Donations
2. Canned Meat
3. Canned Vegetables
4. Canned Fruit
5. Peanut Butter
6. Toilet Paper
7. Soups & Stews
8. Pasta & Rice
9. Condiments
10. Pet Food

How to Hold a Successful Food Drive

2016

5 Questions to Ask of Your Food Drive

Who?

Who are you asking to give donations? Do you want to target a specific group (coworkers, friends, your faith community) or do you want to reach a broader audience?

What?

What kind of drive do you want to hold? Holding a drive for a specific item can often result in more donations. Focusing on a specific season like holiday food, spring cleaning, or back to school (socks & underwear) works well.

What resources can you use? Would someone be willing to match donations brought in by your group? Could you (or a supervisor) provide a prize for meeting a goal?

When?

Is this food drive part of a larger event/holiday? People are especially generous around holidays, such as Thanksgiving and Christmas; however, we receive fewer

donations in March, June and September while November and December are particularly high.

How long will the drive last? One-day drives give people less opportunity to donate, but require the least amount of effort. A week tends to be an optimal time period for a food drive, but does require more effort throughout the week.



Where?

Where will you hold the food drive? Wherever your audience goes on a regular basis is where your collection box should be. Often, office food drives use the break room as the collection site.

If you want to reach a broader audience – for instance, the entire community – you want to pick an easily accessible location. The Rec Center, Fareway, or banks are great for community food drives. It is important to create collection sites in places your audience will already be going. Also, keep in mind how items will be transported.

Why?

Why are you holding this food drive? Your inspiration could encourage others to donate. For instance, if you are holding a food drive because you heard that the Pantry distributed nearly 300,000 pounds of food and toiletries in 2015, give that information to your donor pool. If you are holding a summer food drive because families who receive free/reduced lunch during the school year have increased needs in the summer, educating your audience can increase the results of your drive.



The North Liberty Community Pantry exists to engage our community in feeding and clothing our neighbors.

Families shop for their food on a weekly basis. The Pantry also distributes children's clothing and adult outerwear.

Ideas from Past Food Drives



Targeted drives bring in specific items families need.

Here are some ideas that have been used in the past with great success:

Hold a competitive food drive.

Challenge other departments, classes, or teams within your organization to see who can raise the most food. Offer an incentive, like a lunch party, to the winning team. Conversely, the losing team could have to do something, such as wearing silly hats to work. This is a great option for small, office food drives.

Hold the drive at a grocery store.

If Fareway, Hy-Vee, or Walmart agrees, hold the food drive at a grocery store. The best days are Saturday and Sunday between 10am and 5pm. You reach a broad audience in a location where people can purchase donations the same day as the drive.

Hold a targeted drive.

Drives focusing on certain items can yield good results. Targeted drives are a great way to get specific items needed by

families in need. They are especially helpful when tied to an event or season. For instance, asking for soup in the winter or peanut butter & jelly during summer vacation can motivate people to donate. Other ideas for targeted drives include: cleaning supplies (household cleaner, dish soap); hygiene products (shampoo, body soap, toothbrushes, toothpaste, deodorant); and special program items (coats and socks & underwear).

To help you with your food drive, the Pantry can:

- Put information on our website and Facebook page
- Assist with press releases and media relations
- Provide our logo for promotional materials
- Provide informational materials
- Provide staff or volunteers as speakers or table hosts at an event (must be scheduled in advance)
- Pick up donations when scheduled at least one week ahead of time

An outreach ministry of the North Liberty First United Methodist Church.

Tips for Advertising

- Advertise prior to the food drive, 1-2 weeks in advance.
- Advertise in the location it will be held. Let people know this is where the collection will be.
- Use a variety of methods to reach your audience: Announce the drive at weekly meetings, put up fliers, and send emails to people who are likely to read them.
- Make sure your advertisements include:
 - * When the drive is happening,
 - * Where the collection box(es) will be,
 - * What items are needed,
 - * Why the drive is important, and
 - * Where people can bring monetary donations.
- Color, font, & size are important when creating fliers. White fliers with color print stand out on corkboards. Color fliers stand out on white walls. Larger font size increase the readability from a distance. Posting fliers at eye level makes them easier to read. Pictures also help draw the eye to your flier.



Helpful Facts About the Pantry

- **We average 725 visits monthly.**
- **We served 629 families in 2015.**
- **Last year we distributed nearly 300,000 pounds of food and toiletries.**
- **The Pantry relies on the work of our 130+ volunteers to serve hundreds of families every month.**
- **We had 2 pounds of fresh produce available per visit.**