

# Planning 101

Where to begin:

- **Contact the Josephine County Food Bank**

Our staff is happy to provide resources and answer any questions you may have.

- **Select a leader or set up a leadership group**

Based on experience, the more organized and dedicated a person is to the food drive, the more successful it will be. A person who can delegate and follow through with the details is a perfect candidate.

- **Set a Goal**

Knowing how much food you want to collect will help you focus your efforts.

- **Decide on the logistics of your event**

How and where will you collect the food?  
Start and end dates for your food drive?  
How will people find out about your food drive?



*TIP:*  
When planning a food drive, be sure to tell your friends and neighbors. You can even offer to take their food donations to the drive for them.

# You Don't Have To Do It Alone

## We Help You With Your Food Drive!

Food drives are an integral part of what we do and we have many ways of supporting your efforts:

- We can provide food collection barrels with large Food Bank branding along with pickup and delivery services.
- We can help promote the event by supplying materials to raise awareness such as "most wanted food" posters, small flyers with dates and times for company lunchrooms, bulletin boards, etc.
- We can provide receipts for tax deductions and pre-printed forms and envelopes for donors.
- We can help your organization with publicity efforts by putting you in touch with media contacts.



## How they help...



...and what you can do to organize one.

## Making A Difference



"Growing To Meet The Need"

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

P.O. Box 250 • Grants Pass, OR 97528

541.479.5556





## Holding and Publicizing A Food Drive

Food drives come in all shapes and sizes. There are no minimum requirements to organize one. All food drives help the cause and all food drives are appreciated. The ideas below are to help you generate creative ways to collect food.

- **Hold a party or event**

Many organizations sell tickets to an event. You can discount the admission price with donated cans of food.

- **Advertising a raffle or prize**

Knowing a raffle event is a game of chance, you could offer an additional ticket entry for every time someone brought food to your drive. This gives them incentive to bring food multiple times.

- **Competition and challenges**

Having a friendly competition between departments or a challenge with other businesses similar to your own can sometimes create a “buzz” in the media.

- **Have a “special” event**

A walk-a-thon or another activity where you have sponsors that back you financially to fund food purchases - knowing that win or lose, the benefits are for hungry families.

- **A neighborhood food drive**

If you are doing a neighborhood food drive, go door to door and let them know about the need in your community.

- **Organizations and “public” areas**

Many organizations have meeting rooms, bulletin boards and lunchrooms that offer small posters to help promote an event. Many stores in your area also have public bulletin boards where you can post your flyers. Churches, schools and high traffic areas are helpful.

- **Tell the media about your event**

If you are having a community event, tell the local papers, radio stations and service clubs. Get them involved if you can. Many will provide PSA announcements for you.

### Where do food collections go?

Food collected through local food drives is distributed to our pantries, community kitchens, and other local agencies. These organizations distribute food to low income and no-income families in our community.

### How many people need the help?

The Food Bank, through our network of agencies, provides emergency food boxes for over 11,000 people per month and meals for an average of 7,500 people per month. We have seen these numbers increase dramatically in recent years.

### Who gets emergency food?

One out of every six people in Josephine County receives emergency food assistance. This includes seniors, children, families, working moms and dads.

### Who can I contact for more information?

Call the Food Bank at 541.479.5556. Let us know that you are interested in a food drive or know of a person or organization who may need further information.

