



Food Drives | Fund Drives | Community Events

COORDINATOR'S GUIDE

A step-by-step resource for organizing drives and events to benefit the Eastern Illinois Foodbank



ABOUT THE FOODBANK

Thank you for choosing to support the Eastern Illinois Foodbank! We rely on the support and partnership of our community to provide food for 58,000 individuals each month. We work with a network of more than 160 agencies, such as food pantries, soup kitchens and snack programs to provide food for people within 18 counties of eastern Illinois. We have been working to alleviate hunger since 1983.

HOW THE FOODBANK WORKS

The Foodbank does not provide food directly to people in need. Our job is to acquire and distribute food through a network of community partners. Food and funds drives are key sources of food and funding for our efforts to alleviate hunger. Food provided to the Eastern Illinois Foodbank is distributed to those in need through food pantries, soup kitchens, shelters and more.

WHY ORGANIZE A DRIVE TO BENEFIT THE FOODBANK

The need in our community is great and organizing a food or funds drive helps alleviate local hunger. Many individuals and groups often report that it helps them deepen their relationship with the community, builds connections among their employees or members, and helps them make an impact on issues affecting their community.

PICKING UP FOOD AND FUND DRIVE MATERIALS

We ask that food and fund drive materials be picked up by drive coordinators from EIF. The Foodbank is happy to provide collection boxes (dishpack boxes), signage for your drive, and collection cans. Please contact our office at 217-328-3663 or volunteer@eifoodbank.org if you would like to schedule a time to pick up these materials.

CONTACT US

Please register your event or drive with the Eastern Illinois Foodbank. For assistance with your Food or Fund Drive, please contact the Development Department at the Eastern Illinois Foodbank.

(217) 328-3663
volunteer@eifoodbank.org

Event Coordinator Guide

COLLECT FUNDS



For every \$1 donated to the Eastern Illinois Foodbank, we can acquire 5 meals for our neighbors in need. Because of this, you can make the biggest difference for the Foodbank and those facing hunger in our community by collecting funds for donation.

There are a few ways to donate funds:

Donate by cash, check or credit card

The Foodbank can provide envelopes for use by those who prefer to donate by cash, check or credit card. Your food or fund drive coordinator should collect these contributions and return them together to the Foodbank so these contributions are properly credited to your drive.

Donate online through Network for Good

Online donations are fast, easy and secure. The Foodbank accepts online donations through a donation page hosted by Network for Good. This tool can also be used to set-up a recurring donation from your bank or credit card account.

Host a Facebook Fundraiser

Facebook allows an easy and convenient way to collect funds for the Foodbank by allowing users to create a fundraiser for charitable organizations. To create a fundraiser for EIF, simply sign up under Fundraiser on your page's feed menu, and select Eastern Illinois Foodbank as the charity of your choice. We will be happy to provide a photo or logo to use for your Facebook drive.

All those who provide full contact information will receive an acknowledgement for tax purposes.

The Foodbank can provide a report of your organization's total Foodbank contribution upon request at the completion of your drive.

COLLECT FOOD



Food drives are an excellent way to see the immediate impact of your efforts to help the Foodbank alleviate hunger in our community. These drives are also an excellent source of food for the 160 agencies and partners we serve. Food drives are flexible and can be structured to meet your needs. The Foodbank can provide a report on your total contribution and the number of meals it provides at the completion of your drive.

PLANNING YOUR DRIVE

Before you launch your drive, take some time to set a plan for success. Below is a checklist to help make sure you've covered everything before, during and after your drive.

1. *Consider a Food and Fund Drive*

We suggest that you incorporate both a food collection and fundraising goal into your drive. With this approach, all participants can contribute in the way that is easiest for them.

2. *Set your goals*

Setting a target will keep your participants motivated and make your drive a success. You can set a goal that improves on previous drives or select a target based on the number of participants, such as \$10 per person. If you have never held a drive before, the Foodbank's Development Department can help you set a realistic goal for your drive. Once you have decided on a goal, you can make it more meaningful for those participating by translating your total goal into the number of meals it will provide using the following formula:

Pounds of food goal / 1.2 pounds per meal

+

Dollar goal * 5 meals per dollar

Total meals provided by your drive

3. *Register your drive*

Register your drive online at eifoodbank.org/action/donatefood/fundraise.html or with a member of the Eastern Illinois Foodbank's Development Department. The staff at the Foodbank can help provide support and resources for your drive.

4. *Promote your drive*

Use your internal/external marketing streams to encourage members of your organization to participate in your drive. More ideas for promoting your drive and encouraging participation are found in the Ideas for Your Drive section.

5. *Make it count*

Holding a food or fund drive to benefit the Eastern Illinois Foodbank can help build workplace spirit and create a positive community perception of your company. Find creative ideas for keeping people engaged in the Ideas section of this guide. Don't forget to share the results of your drive with the participants and community.

IDEAS FOR YOUR DRIVE

Make it simple

- Post information and place donation bins in high-traffic areas.
- Consider offering payroll deduction.

Involve organization leaders

- Ask one of your organization's drive leaders to make a personal appeal to those who will participate.
- Remind organization leaders that their involvement will set the pace for others. Hold a meeting with leaders to ensure that they are up to speed on your drive and informed about the Foodbank.

Hold a competition

- Internal competitions are great team-builders and also motivate participants. See which department or group can make the biggest contribution to the Foodbank.
- In a 'canstruction' competition, participants can divide into teams or work within their departments to create buildings, sculptures or whatever they would like using the canned goods they donate. Vote at the end for a winner and add the cans to your drive.

Host an event

- Ask participants to bring a donation or to your next holiday party or staff event.
- Host a pot-luck. Ask each participant to bring a favorite dish and a contribution for the Foodbank as their admission.
- Choose one day to hold a 'Skip a meal, Feed a friend' event. Ask participants to donate the money they would have spent on lunch that day to the drive. Not only will you raise funds, but you'll give your participants an idea of how hunger can impact their daily life.



Offer incentives

- Organize a drawing to help raise funds for your drive. Ask local businesses to donate prizes and hold a drawing among your participants for \$1 per ticket. Hold the drawing at the end of your drive to keep people donating!
- Some businesses allow employees to dress casually each day they donate to the drive.
- If you'll have departments or groups competing against one another, offer prizes for the winning team.
- Provide information about your company's matching gift program to help participants double their contributions.

Communicate!

- Spread the word about hunger. The Foodbank can provide videos or other materials to help your participants learn more about hunger. Additionally, Foodbank staff are available to speak to groups about the Foodbank, hunger, and more.

COMMUNITY EVENTS

Community events provide the highest visibility for your partnership with the Eastern Illinois Foodbank, providing you with increased publicity in the community while generating financial support for the Foodbank. You might choose to create a unique one-time event or donate the proceeds from an existing annual event to the Eastern Illinois Foodbank.

When creating your event, be sure to register with the Foodbank to receive support throughout your planning process.

Getting started

- Begin planning your event six months in advance. The timeline may be longer or shorter depending on the size and type of event.
- Select an event coordinator or create a committee to plan the event.
- Decide what type of event you will have (food-themed event, golf outing, concert, etc.).
- Choose a date and venue.
- Set goals for attendance and fundraising.
- Register your event with the Eastern Illinois Foodbank for planning and marketing support.

Event Ideas

Food-Themed Events

- Pot-luck meal
- Cook-off
- Celebrity chef dinner
- Wine Tasting

Sports Events

- Golf Outing
- Sports Tailgate
- Softball Tournament
- Walk/Run

Concert and Arts Events

- Concert or performance
- Art show or auction
- 'Canstruction' competition

Other Ideas

- The Foodbank's Development Department can help you come up with a unique event idea. For other ideas and event planning assistance, contact EIF at (217) 328-3663 or volunteer@eifoodbank.org.

AFTER YOUR DRIVE

Tell us how your drive did! Contact the Foodbank to schedule a drive drop off or pick-up.

Qualifying for a Foodbank pick-up:

In order to best serve our agencies and to keep our trucking schedule on time, the Foodbank is unable to pick up any food donations smaller than three full dishpack boxes. If your drive yields less than three dishpack boxes we ask that you drop your donation off during warehouse hours — 7am to 3:30pm Monday through Thursday & 7am to noon on Friday. The warehouse is best equipped to handle and process your food donation. If your drive qualifies for a pick up by EIF, please contact our office to schedule a pickup at 217-328-3663.



****Artwork courtesy of 12-year old CU local who planned, coordinated & marketed an anti-hunger walk****