



# FOOD & FUND DRIVE PLANNING GUIDE

Please review this entire guide.  
It includes important procedures for delivering food and collecting monetary donations, helpful planning tools, and marketing resources.

## WHAT TO COLLECT: FOOD, FUNDS, OR BOTH

---

### Collecting Funds



Please consider hosting a fund drive in place of or in addition to your food drive. When you go shopping for food to donate, you pay full price. A dollar doesn't go far at the grocery store — you'll walk away with a can or two of food.

**But when you give \$1 to Community Food Share, we're able to turn it into three meals!** We have access to wholesale pricing and we are able to buy food in bulk quantities. We also have relationships with local and national food companies that allow us to negotiate significant savings on produce and protein purchases.

### Collecting Food

**Please donate packaged, non-perishable items, and avoid glass containers.** We are always in need of healthier options (i.e. low sodium, whole grains, and fruit in 100% juice). Food items should not be damaged, opened, or expired. Encourage your group to donate cases in place of individual packages (e.g. a case of canned tuna fish from Costco).

#### Most Needed Food Items

Nut Butters	Beans (canned or dry)
Soups & Stews	Canned Fruits
Cereal & Oatmeal	Canned Vegetables
Canned Tuna & Chicken	Pasta & Sauce
Baby Food & Formula (not expired)	Rice

## DETERMINE A TIMEFRAME FOR YOUR DRIVE

---

Determine a timeframe and a target audience for your food and fund drive. When will you conduct the drive? Who will participate? Two to three weeks is the ideal amount of time for your drive. You want to give people enough time to bring in donations without losing a sense of urgency and excitement.

## SET A GOAL

---

We encourage you to identify a reasonable and specific goal for your drive, because it will help motivate your participants. Consider how long you'll run the drive, and how many people will participate.

## INQUIRE ABOUT A COMPANY MATCH

---

If you are organizing your drive on behalf of your company, encourage leadership to match employee donations with a monetary donation. For example, your organization could match employee donations dollar-for-dollar or dollar-for-pound of food collected. Many organizations already have a program in place to match financial donations or volunteer hours, so be sure to check with your HR department.

## PROMOTE YOUR DRIVE

---

The following marketing resources are available for download at [www.communityfoodshare.org/fooddrive](http://www.communityfoodshare.org/fooddrive):

- Community Food Share's logo
- Printable posters and handouts with a list of our most needed food items (available in multiple sizes)
- Community Food Share talking points

### Community Food Share's Video

Our video explains how Community Food Share works; describes the state of hunger in Boulder and Broomfield Counties; and showcases stories of the organizations and individuals we serve: <http://bit.ly/2gH7p6v>.

### Social Media

Please tag Community Food Share if you use social media to promote your food and fund drive:

Facebook: [www.facebook.com/communityfoodshare](http://www.facebook.com/communityfoodshare)  
Twitter: @commfoodshare

## EDUCATE AND ENGAGE YOUR PARTICIPANTS

---

Keep enthusiasm high! We suggest you:

- Send out emails to participants
- Create a challenge or competition between departments or teams
- Schedule a group volunteer opportunity at our warehouse (learn more at [www.communityfoodshare.org/groups](http://www.communityfoodshare.org/groups))
- Schedule a tour of our facility at [www.communityfoodshare.org/tour](http://www.communityfoodshare.org/tour)
- Invite a Community Food Share staff member to speak at a "Lunch and Learn" at your location (submit requests at [www.communityfoodshare.org/learn](http://www.communityfoodshare.org/learn))

## HOW TO COLLECT FUNDS

---

Community Food Share processes hundreds of financial donations every month. By following these best practices, you will help us maintain an efficient and secure system for processing and reporting monetary donations.

**We strongly encourage you to collect all financial gifts online, because it is the most efficient method.** The minimum online donation amount is \$5.00. To ensure that all online donations are attributed to your drive, please remind your participants to indicate your organization or group name in the “Company Affiliation” field. For example:

What prompted you to make this gift?\*

Food drive ▼

Company affiliation (if applicable):

Allegra Printing Company

### Cash and Check Safe Handling

- Checks should be made payable to “Community Food Share”.
- It is best if only one or two staff members manage the collection of cash and check donations.
- Store cash and checks in a locked cabinet or office.
- If a cash or check donor would like to receive a receipt for their donation, they must provide contact information. Please ask them to place their gift and the following information into an envelope that can be sealed: amount of donation, name, address, city, state, zip, phone, email address, and company/group name.
- When it is not possible to separate cash donations or connect them to individual donors, the donation will be tracked as one lump sum.
  - Prior to delivering a lump sum of cash, please count it and place it in a sealed envelope. Write the following on the outside of the envelope: total dollar amount of cash and checks, company name, your name, email address, and phone number.
  - If there is a discrepancy between the total dollar amount that you report and the amount that Community Food Share staff reports, we will notify you, and the amount that Community Food Share determines will be used.

## COLLECTION CONTAINERS FOR FOOD DONATIONS

---

If you expect to collect at least 200 pounds of food, we can provide collection barrels. Each of our 55-gallon barrels holds approximately 200 pounds of food. We will also provide boxes for smaller drives, and for transporting food that is collected in barrels. Please plan to pick up the barrel and/or boxes from our warehouse, located at 650 S. Taylor Avenue in Louisville.



**Barrels and boxes can be picked up Monday-Friday, 8:00 AM-3:00 PM.** On the [online registration form](#), please make sure to indicate which collection materials you want, and when you will pick them up from our warehouse. If you are unable to pick up barrels/boxes during designated warehouse hours, please contact [Ryan Yarrow](#), Food Procurement Manager, to make alternate arrangements:

**Ryan Yarrow, Food Procurement Manager**

[ryarrow@communityfoodshare.org](mailto:ryarrow@communityfoodshare.org)

(303) 652-3663 ext. 222

## FOOD DELIVERY PROCEDURES

---

Important! Please distribute these procedures to whoever will be delivering food donations.

1. **Receiving hours are Monday-Friday, 8:00 AM-3:00 PM.** Community Food Share is located in Louisville's Colorado Technology Center at 650 S. Taylor Avenue.
2. **It is very important that you notify us prior to delivering food donations, so that we have staff available to unload and weigh your food.** Please confirm your delivery day and time with Ryan Yarrow, our food procurement manager ([ryarrow@communityfoodshare.org](mailto:ryarrow@communityfoodshare.org)).
3. When you arrive at Community Food Share, drive to dock door 3, located at the rear of our building. There is a buzzer located next to the people door. Someone will help you unload and provide you with a donation receipt.
  - Please give all monetary donations to the staff member who assists you at dock door 3.
4. If food is to be weighed by individual departments or teams, please mark it, and load it into your vehicle(s) accordingly. Be sure to inform our staff members that the loads need to be weighed and tracked separately.
5. If you borrowed collection barrel or you have unused collection boxes, please return them when you deliver the food.