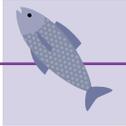


FOOD DRIVES

Plan Ahead

1. Select a leadership committee to plan the food drive, manage the communications and logistics, and set goals.
2. Determine timing for the food drive, such as holidays, special events, etc.
3. Determine the types of food you will collect - we have provided the following guidelines of preferred food:



PROTEIN

Canned tuna fish
Canned chicken
Peanut butter
Canned/dried beans



FRUITS & VEGETABLES

Canned light fruit
Canned vegetables
Dried fruit
Jelly and jams



GRAINS

Cereal (low in sugar)
Rice, quinoa, oats
Pasta (whole grain)
Bread (whole wheat)



DAIRY

Powdered, shelf-stable, or evaporated skim or 1% milk

Please note: We cannot accept items in glass containers, perishable food items, home canned goods, home baked goods, or vitamins and medicine.

4. Identify your needs. Consider how many of the following items you need:
 - o Containers for collecting food (strong boxes, clean storage bins and paper supply boxes with covers work well).
 - o Sign postings, letters, emails, etc., for generating awareness and interest.
 - o Envelopes for participants who may also want to make a financial donation.
5. Register with the Food Bank - Contact the Wichita Falls Area Food Bank, (940) 766-2322 and provide your food drive information.
6. Set Your Goal. Determine your goal for pounds of food to be collected, number of boxes, or number of cans. *Aim high, but be realistic!* If you did a food drive last year, set this year's goal a little higher. For fun, consider a competition between departments (or between grades at school).
7. Get Company Management Involved. Garner the support of company executives to set a standard for participation to help motivate employees. Consider a "matching program" in which your company will match each pound you collect with its own donation of dollars or food. Incorporate a volunteer component in which company leadership and employees volunteer their time at the Food Bank warehouse to sort food collected from the food drive.
8. Promote Your Food Drive. Consider a launch event at your company/organization, etc... to announce the food drive. Hang up signs, send letters or emails, get it listed in your organization's newsletter or bulletin. Coordinate with the Food Bank to develop marketing materials or suggestions on promotions. The Food Bank will assist by posting the food drive on our social media links. Install a tracking system to keep participants updated about the food drives progress.
9. Transporting the Donation. We encourage you to bring your donations directly to the Wichita Falls Area Food Bank, located at 1230 Midwestern Parkway. If you need help, the Food Bank will arrange to pick up your donation as soon as possible.



Point of Contact:
Simon Welch
Marketing Director
940-766-2322
simonwelch@wfafb.org