



# FEEDING *Chittenden*

## Food & Fund Drive Toolkit



*Running a Food Drive or  
Fund Drive:*

*Best Practices on Successful  
Drives & What Kind of  
Donations to Look For*

Have a question? Reach out with an email or  
a call!

**Contact:**

**Anthony Huynh**

**Marketing & Events Specialist**

**[ahuynh@cvoeo.org](mailto:ahuynh@cvoeo.org)**

**802-999-3186**

# Tips for a Successful Food & Fund Drive

## The Basics

- ① Have a start and end date for your food drive. Let people know about this timeline, and determine how the food will get to Feeding Chittenden (i.e. delivery vs. pick-up).
- ② Determine what supplies you will need, and set a food drive goal. Setting goals helps people remain motivated in their efforts.
- ③ Register your event by contacting Anthony Huynh at [ahuynh@cvoeo.org](mailto:ahuynh@cvoeo.org) or 802-999-3186

## Promoting Your Food Drive

- Share your food drive on social media, word-of-mouth, flyers and announcements at your school or workplace.
- Track your progress with pictures of donations and post them on social media to reach more people.
- Offer a prize for the highest donation weight or cash donation. Prizes can range from gift cards, home goods or a matching donation from the organization to a charity of their choice.
- Matching donations are another way to drive contributions. Reach out to local businesses to see if they might agree to donate a set amount of money for every 50 pounds of food you collect. This matching donation could also help in promoting the food drive--put it on your flyers and posters!

### Setting a Food Drive Goal

Set a goal for total weight in food donations! If you don't have a scale, bring your donations to Feeding Chittenden for an accurate weight.

Have a monetary donation goal set with milestones to track your progress.

Promoting your drive on social media? Tag us!

📷 @feedchittenden

🐦 @feedchittenden

📘 @feedingchittenden



# When your Food Drive is done...

- Arrange transportation to Feeding Chittenden yourself, OR contact Anthony Huynh (802-999-3186) to arrange for a driver to pick up items from larger food drives.
- Where should you drop off your collected items?  
228 North Winooski Avenue, Burlington, Vermont
- We are open to accept donations from Monday through Friday, 9 am - 3 pm. Additional hours for drop off may be arranged, if necessary, by contacting Anthony Huynh.
- When you drop off your collected items, we will weigh how many pounds you "raised." You can also pick up a receipt for tax deductions at this time.
- Share your results! We want to know about your goals and your success! Make sure you take photos and share them on social media--if you are not familiar with social media, we are happy to share them on our Feeding Chittenden accounts across Facebook, Twitter, and Instagram.



## Organizing a Combined Food & Fund Drive



*Did you know that a \$25 donation to Feeding Chittenden provide a full Thanksgiving Feast to a family of four?*

It's often more convenient for many people to donate money or write a check, especially as we continue to navigate in-person events and gatherings. Think about your target audience, and consider what might be easiest for them. Whatever your decision, make sure to advertise this aspect prominently!

Give people context for their donations! Show how far their financial gifts will go through email, flyers, and other announcements.

You may also choose to organize a "Paper Turkey" Drive during your Food & Fund Drive. For every \$10 donation, you can give out or display a paper turkey to signify their gift (ie. in a break room, or on the wall of your collection site!). This will help your group see the true value of their donations.



# The Ideal Donation Choices for Food Drives

- Canned proteins: tuna, chicken, beef, etc.
- Pantry staples: flour, sugar, shelf-stable side dishes
- Peanut butter
- Cereals and oatmeal
- Canned fruits
- Canned meals like soups and chili
- Boxed meals: mac & cheese, Hamburger Helper, etc.
- Pasta & pasta sauce
- Rice
- Shelf-stable juice
- Portable, ready-to-eat snack foods (kid-friendly!)
- Toiletry items (toothbrushes, toothpaste, shampoo, body wash...)
- Diapers
- Baby food & formula
- Feminine hygiene products
- Cooking oil and spices

