



## Food & Fund Drive Guidelines

1. **Contact the West Texas Food Bank's Marketing Director** to let him/her know you are conducting a Food or Fund drive. This is important so we can provide you important marketing information, let you know about our pickup policy, and answer any questions you may have.
2. **Decide whether you will be conducting a Food or Fund Drive – or both!** (For every dollar collected, **WTFB** can distribute up to \$10 worth of food!)
3. **Inquire before your event about materials for your Food & Fund Drive.** Depending on supply inventory, **WTFB** can loan barrels for collection, provide flyers to promote your Food & Fund Drive, and distribute fact sheets about the Food Bank and those in need. Barrels can be picked up at the **WTFB** during business hours and must be returned upon completion of your Food Drive.
4. **Create a plan-of-action on how the food and/or money collected will be brought to the WTFB.** If you collect 500 or more pounds, **WTFB** may pick the food up at a time and day convenient for both parties.

### In order to approximate this weight, use the following guide:

One paper grocery bag filled with 15 items weighs approximately 15 pounds. Therefore, 500 pounds of food would roughly equate to 33 paper grocery bags of food.

**Or**

If you have barrels, 1 barrel weighs approximately 200 to 250 pounds. Therefore, 500 Pounds of food would roughly equate to 2 to 3 full barrels.

**If you collect less than 500 pounds, you should make bringing the food the **WTFB** part of your plan. This is important because it helps us keep costs down. You may bring the food to the **WTFB** during business hours. Please note our warehouse closes at 4:00 p.m., and it's beneficial to bring the food in during warehouse operating hours so we can help you unload your vehicle.**

**5. Make your Food & Fund Drive a success!**

- ✓ Determine the start end date of your Food & Fund Drive.
- ✓ Set a goal of how many pounds/items and/or how much money you wish to collect, for example 5 pounds of food will provide 4 meals, or \$1 can provide 4 meals.
- ✓ Have management send emails or letters encouraging employees to participate.
- ✓ Encourage your company to match monetary donations made by employees.
- ✓ Organize a kick-off event to build enthusiasm.
- ✓ Display daily or weekly totals.
- ✓ Schedule a tour at the **WTFB**
- ✓ Participate in National Hunger Awareness Day in September.
- ✓ Include information on your Food & Fund Drive in your company newsletter.
- ✓ Place grocery bags for collection at every employee desk.
- ✓ Create a contest with prizes such as an additional “dress down day,” or extra lunch time for folks that participate.
- ✓ Create categorized competitions – largest individual donation, most protein, most unusual food, etc.
- ✓ Hold theme days such as Macaroni Mondays, Tuna Tuesdays, or Franks & Beans Friday.
- ✓ Host a recognition party rewarding competition winners with prizes.
- ✓ Coordinate a lunch or potluck with an “entrance fee”.
- ✓ Have fun!

**Thank you for supporting the West Texas Food Bank  
and helping us feed the hungry!**

**For more information, please contact**

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**You can also visit our website at [www.WtxFoodBank.org](http://www.WtxFoodBank.org)**