



## COORDINATOR GUIDE

2802 Dairy Drive, Madison, WI 53718 | [SecondHarvestMadison.org](http://SecondHarvestMadison.org) | 608-216-7248 or [ffd@shfbmadison.org](mailto:ffd@shfbmadison.org)





Dear Food & Fund Drive Coordinator,

Welcome aboard! Second Harvest Foodbank of Southern Wisconsin is so grateful for your interest in holding a food & fund drive, special event or promotion. Donations to Second Harvest Foodbank advance our mission to end hunger in southwestern Wisconsin.

Since you've stepped up to hold a food & fund drive or event, you are aware of the need and how you can make a difference.

Second Harvest Foodbank meets nearly one million requests for assistance each year. Currently in our 16-county service area, 1 in 6 children is at risk of hunger, and 115,000 people risk missing a meal every day. They may be friends and neighbors, moms and dads, brothers and sisters, old and young. Hunger knows no race, gender, age, job status or education level.

At Second Harvest, we are working to alleviate hunger in southwestern Wisconsin. Your generous support helps provide nutritious food to our network of partner food pantries, mobile food pantries, senior and youth meal programs, including Kids Cafes. Your donations not only provide food, but also provide HOPE.

This packet will help with the planning of your food & fund drive or fundraiser and introduce you to some useful ideas.

Thank you for your partnership. Together, we can end hunger!

With gratitude,

*Second Harvest Foodbank of Southern Wisconsin*

## HOST A SUCCESSFUL FOOD & FUND DRIVE

Register your food drive at [SecondHarvestMadison.org/FFD](https://SecondHarvestMadison.org/FFD) or by calling 608.216.7248

### Timeline:

Plan specific start and end dates. Drives typically run from one week to a month.

### Goal:

Consider setting a goal in either number of meals or pounds of food based on the number of employees in your organization

### Ideas

- **Designated Item/Theme Day.** Mac & Cheese Monday, Peanut Butter and Jelly or breakfast items
- **Brown Bag Lunch Day.** Ask people to brown bag it for one day and contribute the amount they would have spent to eat lunch in a restaurant to feed our neighbors facing hunger. A \$10 lunch can provide up to 30 meals for those in need.
- **Seasonal Theme.** When kids are out of school for the summer, they need meals & snacks that are easy to prepare & eat: applesauce, granola bars, 100% juice boxes, etc. In the winter, canned soups or stews are a wonderful addition.
- **Competition.** Host a competition between departments or floors and award the winner with an extra day of PTO.
- **Memorial and Honor Donations.** Encourage employees to write a check in memory or honor of a special person or have the company make a donation in honor of the employee of the month.
- **Employer Matched Donations.** Inquire whether your organization or its management can match employee donations.
- **Jeans Day.** Allow staff to wear jeans one day, for the right price.
- **Progress Count.** Display a thermometer or other illustration to indicate meals raised or pounds collected.

### Logistics:

Reserve Second Harvest's cash jars and food collection barrels at least two weeks in advance. Truck resources are limited. Please consider picking up and delivering barrels/donations.

### Promotion:

Fundraising is effective when people understand what their contribution will do. Promote *\$1 helps provide up to 3 meals*, through posters, kick-off meetings, newsletter articles, a message from management, a planned event tie-in such as volunteer at Second Harvest, decorated collection containers, and Foodbank tours. Start the promotion well before the drive's start date. Use our Marketing Toolkit to help you. You can download the toolkit at [SecondHarvestMadison.org/FFD](https://SecondHarvestMadison.org/FFD).

## HERE'S HOW SECOND HARVEST FOODBANK CAN HELP

Second Harvest Foodbank will assist in making your food & fund drive, event or promotion a success. Here's how we can help:

- **Guidance** for your food & fund drive, event or promotion.
- **Second Harvest Foodbank branding and data for your promotional materials**
  - **Organization Logo** in preferred file format. Download it from our marketing toolkit.
  - **Hunger statistics/information** about the people your event is helping.
- **Social Media and Website promotion**
  - **Facebook and Instagram** announcements
  - **Events calendar.** Calendar posting, including your logo and web link, for events open to the public.
  - **Monthly Top 5.** Results of each month's top five meal-raisers are listed on our website for one year. In November-December, top meal-raisers are featured in the NBC15 Share Your Holidays honor roll.
- **Collection containers.** Cash jars and food collection barrels are available for use. Please reserve them when registering your food & fund drive.
- **Marketing Toolkit – Available on our website:** [SecondHarvestMadison.org/FFD](http://SecondHarvestMadison.org/FFD)
- **Representative at your event.** We can endeavor, but can't guarantee, to provide a representative. Instead, we are happy to coordinate a check presentation or photo opp at Second Harvest Foodbank.
- **Virtual Food Drive – Start fundraising online today:** [SecondHarvestMadison.org/VFD](http://SecondHarvestMadison.org/VFD)



## AFTER YOUR FOOD & FUND DRIVE

- **Please deliver food and cash donations to Second Harvest** Monday-Friday, 8:30 a.m. - 4 p.m. If a pick-up is needed please contact us at [ffd@shfbmadison.org](mailto:ffd@shfbmadison.org) or 608.216.7248 as truck resources are limited.
- **Check donations** should be mailed to the attention of Tina Statz (address below). Please do not mail cash.
- **Photos.** Share any photos with [FFD@shfbmadison.org](mailto:FFD@shfbmadison.org).
- **Results.** Second Harvest will send you a letter with total dollars and pounds raised.
- **Thank** your participants and share the final number of meals raised.
- **Volunteer.** Experience the difference your donation makes! Contact [VolunteerServices@shfbmadison.org](mailto:VolunteerServices@shfbmadison.org) or 608-216-7214.

## TIPS FOR A SUCCESSFUL THIRD-PARTY EVENT OR PROMOTION

Please contact our Event Manager at 608-216-7205 if you are planning to hold a Third-Party Event or Promotion. They can provide you with the information needed to hold your event.



## MOST NEEDED DONATIONS

### FUNDS

- **Collect Cash/Checks** – please convert cash to a cashier’s check
- **Host a Virtual Food Drive:** [SecondHarvestMadison.org/VFD](https://SecondHarvestMadison.org/VFD)



**For every \$1 donated, Second Harvest Foodbank can provide up to 3 meals.** Strong local food industry donor relationships and avenues to obtain quality, nutritious food at reduced prices enable a dollar to go much further in our hands than the common market.

### NON-PERISHABLE FOOD



#### **MEATS, FISH AND PROTEIN**

Canned tuna, ham or chicken, beef stew, chili, peanut butter, canned/dried beans



#### **FRUITS AND VEGETABLES**

100% fruit juice, canned fruits and vegetables, instant potatoes (boxed/ dehydrated)



#### **COMPLETE MEALS**

Pasta and sauce, Ramen, hearty soups, boxed meals, Tuna/Hamburger Helper, mac & cheese, pancake mix and syrup



#### **GRAINS**

Cornmeal, rice, flour, cereal, crackers, bread, tortillas (shelf-stable)

### NON-FOOD GROCERY ITEMS



#### **PERSONAL CARE ITEMS**

Baby wipes, diapers (disposable), feminine hygiene products, toilet paper, razors, bar soap, deodorant, facial tissue, shampoo, shaving cream, toothbrushes and toothpaste



#### **CLEANING SUPPLIES**

Laundry detergent, liquid dish soap, hand soap, paper towels, plastic food storage bags, kitchen and bathroom cleaners