



KAUAI

Let's Get Started!

# FOOD & FUND DRIVES

## HOW-TO GUIDE

### 1 REGISTER

Get started by visiting [HawaiiFoodbank.org/kaui-food-drive](http://HawaiiFoodbank.org/kaui-food-drive). Here, you can pick what type of Food and/or Fund Drive you'd like to host. You'll also find links to our helpful toolkit – full of tips and resources to make your efforts a big success.



### 2 SET GOALS

When you register your Food and/or Fund Drive, you'll set goals for fundraising and food donations.

**FUN FACT:**

\$10 helps provide food for more than 20 meals!



### 3 STAGE YOUR DRIVE

Set up a safe, designated area to collect food. Choosing a high-traffic, visible area lets people know where they can donate.

**FUN TIP:**

Decorate your donation area to be in line with your theme!



### 4 RALLY YOUR TEAM

Create a committee with your friends and colleagues to help plan fundraising ideas.

Get your team excited by hosting a kick-off and keep them energized by providing incentives.



### 5 SPREAD THE WORD

Promote your Food and/or Fund Drive details via email and social media.

Keep your supporters updated with weekly communication – providing progress updates and appeals for support.



### 6 CELEBRATE!

You worked hard to help nourish our 'ohana. Now, it's time to celebrate your efforts!

Schedule a celebration event to share the results of your Food and/or Fund Drive with your supporters.





# HAWAII FOODBANK KAUA'I

## FOOD & FUND DRIVE CHECKLIST

p. 1

Want to host a Food and/or Fund Drive that's fun, engaging and memorable? It's easy – just make it your own! Think about what makes your team, workplace, organization, school or group unique. Then, build your Food and/or Fund Drive around that! Make it a reflection of how your group collaborates, include goals and incentives, and be sure to incorporate what motivates you.

### READY ...

- Decide who will serve as the **team leader/liason** and point of contact with Hawaii Foodbank Kaua'i.
- Appoint a **coordinator or committee** to handle the logistics of the Food and/or Fund Drive internally.
- Set a **goal**.
- Set a **start and end date** for your Food and/or Fund Drive.
- Consider a theme and entice it with some friendly competition. Food and/or Fund Drives with a theme or centered around an activity generate more engagement – plus, they're more fun!
  - **Skip coffee or a meal out:** Encourage everyone to donate the cost of their morning coffee or a meal out to the Food and/or Fund Drive.
  - **Fuel up:** Encourage everyone to donate their fuel, mileage and insurance savings from working at home.
  - **"Gift" back:** Ask your attendees to donate to your Food and/or Fund Drive in lieu of giving birthday or holiday gifts.
  - **Weekly themes:** Each week, assign a different theme such as "Soup-er" Week and ask for donations of canned soup or "Spread the Love" and ask for donations of nut spreads. Do a rainbow drive and ask for different colors every week to increase the variety of donations.
  - **Encourage friendly competition:** One company challenged their staff and promised their CEO would dress like a leprechaun at the end of the Food and/or Fund Drive – which happened to fall on St. Patrick's Day – if they beat their goal!
- If you plan to **have a kickoff** or other event during your Food and/or Fund Drive, **request a speaker** from Hawaii Foodbank Kaua'i.
- Register** and request support materials at [HawaiiFoodbank.org/kauai-food-drive](https://HawaiiFoodbank.org/kauai-food-drive).



# FOOD & FUND DRIVE CHECKLIST

p. 2

## SET ...

- Start planning your promotional campaign – **how will you get the word out?**
  - Send emails, memos, phone messages or newsletters to publicize your Food and/or Fund Drive.
  - Use social media, blogging or a community calendar.
    - If employees do not have email access, use pay stub inserts. For students, include a memo in their weekly envelope.
- If you're having a kickoff event, whether virtual or physically distanced, make sure all **necessary arrangements** are in place.
- Stage your Food and/or Fund Drive and set up your donation collection area in a **highly visible space**.
- Decorate** your area to be in line with your theme to make it festive and fun!

## GIVE!

- Send out **frequent notifications** about your progress toward your goal.
- Take **progress pictures** and share them with your group.
- Consider including a **Hawaii Foodbank Fact Book** ([click here](#) to download) to help highlight the need for donations.

## WRAPPING UP

- Gather all the food and funds** and make arrangements to get it to Hawaii Foodbank Kaua'i by emailing [fooddrive@hawaiifoodbankkauai.org](mailto:fooddrive@hawaiifoodbankkauai.org) or calling 808-482-2089.
- Share your success and **thank those who participated**.
- Evaluate** your Food and/or Fund Drive. What went well? What could have been improved?
- Set a date for your **next Food and/or Fund Drive!** Make it an annual event.
- Take a minute to **pat yourself on the back** and remind yourself that all your hard work has made a huge difference in the lives of our hungry 'ohana. Mahalo!