



COORDINATOR GUIDE

Thank You for Getting Involved!

Thank you for joining Island Harvest in the fight to end hunger. As the Food & Fund Drive Coordinator, you will serve as the liaison between your organization and Island Harvest. This Coordinator's Guide contains easy-to-follow instructions for starting and managing your Drive. We know your Food & Fund Drive will be a great success! Together, we are changing lives and changing communities.

Sincerely,

Your friends at Island Harvest

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Step 1: Getting Started

Set up your Food & Fund Drive for success by planning ahead!

- Decide who will serve as the “Captain” or coordinator and main point of contact. Consider appointing a Social Media person and/or a Marketing person.
- Decide if you will raise food, funds or both and set a goal.
- Set date(s) and location.
- Decide on a theme. Food drives with themes can feel more focused.
- Fill out a Food Drive Registration Form.
- Optional * If you plan to have a kick-off event, appoint a speaker within your group or request a speaker from Island Harvest.
- Begin to coordinate how you will get your donation to Island Harvest. Which Warehouse location will you be dropping the food off at/on what date? If more than 500 lbs is collected and you cannot transport it, Island Harvest can schedule a truck to pick up the food. *We cannot pick up from Residential addresses*

Step 2: Register Your Food & Fund Drive

Once you've decided what kind of drive you will hold—collect food and funds through a traditional drive, host an online “virtual” drive, or both—the next step is to register your drive with Island Harvest.

Regular Food & Fund Drive: Collect non-perishable food donations and monetary donations at your place of work, church, school or other organization.

Visit <http://www.islandharvest.org/get-involved/food-drives/> and click on the “Register a Food Drive” button.

Virtual Food & Fund Drive: COMING SOON



Step 3: Toolkit

Download Materials Online

When you visit our website you can download the following:

- Most Needed Items List
- Promotional Poster
- Progress Thermometer – to track your progress
- Virtual Food Drive Business Card – give to potential donors to promote online drive
- Island Harvest Talking Points

Food Collection Boxes: Feel free to use your own boxes or bins. Copy Paper boxes are ideal and easy to carry! Print a poster from the “Food Drive Resources” page and attach it to your box.

OR

We can provide Food Drive boxes for you, however, boxes must be picked up at one of our locations. Please make sure to register online so we know to expect you.

Monetary Collection Canister: This is a great tool to place in easily accessible areas to collect cash and check donations. Please make sure the cap is on securely. Do not open canister during the Drive.

Step 4: Promote

Get your colleagues, friends and family, co-workers, and group members involved!

- Start planning your marketing campaign. How will you get the word out and get people interested in the drive? Utilize Social Media!!!
- Print out material from the 'Food & Fund Drive Resources' section of Island Harvest's website or request permission to use our logo on your own fliers.
- Send out e-mails, memos, phone messages, newsletters and social media postings to publicize the drive.
- Place your food collection boxes in heavily trafficked, easily visible areas.
- Send out frequent notifications about your progress toward your goal. Aim to highlight the need for donations.
- ❖ Follow us on [Facebook](#), [Instagram](#) and [Twitter](#). Tag us in your posts and you may be featured on our page. The more reminders you give, the more successful your drive will be!

Educate Your Participants

It is important to communicate key messages in your publicity efforts: Use our Talking Points document that will allow people to relate to the food drive's purpose.

- Let people know what types of food are needed by using our Most Needed Items list.
- Explain that all donations are distributed to our agency partner programs, such as food pantries, shelters, school programs, etc.

Step 5: Donate

Congratulations – you helped raise food & Funds. Now you’re ready to donate!

Virtual Food & Fund Drive Donations: Your virtual Food & Fund Drive are the most efficient donations. These don’t require delivery, generate instant confirmation to the donor and eliminate the handling of any money. We encourage you to recommend this method of donation to your potential donors.

Cash or Check Donations: All monetary donations and checks can be mailed to Island Harvest Food Bank at 15 Grumman Rd West, Suite 1450, Bethpage 11714 or dropped off at any of our facilities listed below. Please include “Food Drive” on memo line of checks.

Matching gifts: Many companies have a matching gift program; you make a donation and your employer will donate the same. Remind your co-workers to have their donations matched.

Food Donations: Please deliver your food donations to an Island Harvest Warehouse location below. If you are requesting a pick up, we ask that you commit to collecting over 500 pounds, that the food is boxed and located at the exit for easy transporting. This will help us better utilize our resources. When scheduling pickups, we do require a one-week notice. However, we have two warehouse locations that you can easily drop your food off at any time.

Locations:

Hauppauge Warehouse

40 Marcus Blvd.
Hauppauge, NY 11788
(631) 873-4775
Fax: (631) 873-4784

Uniondale Warehouse

875 Jerusalem Avenue
Uniondale, NY 11553
(516) 294-8528

Collection Hours:
Monday – Friday
8am to 2:30pm

▶ Step 6: Wrap Up

When your Drive is completed and all donations are processed, you will receive an e-mail with total food and monetary donations.

Remember to thank your participants and celebrate your success!

- Send the results and photos via e-mail or express your appreciation on social media! Be sure to share any special stories to all who supported your Drive and tag @IslandHarvest.
- It's never too early to start planning for another Food & Fund Drive. Set a date for your next drive by registering online!

▶ Step 7: Get More Involved

We have plenty of ways you and your group can get involved!

- Bring your group in to **volunteer** at our warehouse — it's a great teambuilding activity!

To schedule, contact our Volunteer and Community Relations Coordinator:
Ryan Haugstatter | Ryan@IslandHarvest.org | (631) 873-4775 ext. 228

- Register to host a **birthday fundraiser** and celebrate your special day.

Share Your Birthday is a Fund Drive designed for anyone who wants to do something about hunger in their community. Start your fundraising page and ask your friends and family to make a donation to help end local hunger in honor of your birthday!



For more Volunteer Opportunities, visit our website:
Islandharvest.org/get-involved/volunteer

➤ Step 8: Contact Information

If you have any questions, please contact our Food Drive Coordinator:
Jordan Buffa | jordan@islandharvest.org | (631) 873-4775 ext. 243.



Thank You

for helping to end hunger and reduce food waste on Long Island!

