

Hunger is a big problem.  
**Together, we can solve it.**



**FOODBANK**  
OF IOWA

## Food Drive Guide

### Your Food Drive Matters

At the Food Bank of Iowa, we rely on food drives to provide the high quality, non-perishable staples that our partners rely on to feed their clients. They're our best source of foods like canned fruits and vegetables, dry pasta, boxed meals, and even personal care items like toothpaste and deodorant. All items that we collect through food drives are distributed to partners and clients in our 55-county service area.

Having a steady supply of non-perishable foods also allows us to focus donated funds where they can make the most impact: purchasing fresh fruits and vegetables, frozen meat, dairy products, and eggs. These nutritious foods are seldom donated, and their high costs make them difficult for hungry Iowans to buy. Through this effort, we're able to turn every \$1 donated into 4 meals.

### Our Most Needed Items

- Protein (peanut butter, canned meat, canned fish)
- Canned fruits
- Canned vegetables
- Canned soup
- Pasta Sauce
- Breakfast items (including cereal)
- 100% fruit juice
- Personal care and paper items (soap, deodorant, toothpaste, etc.)

### How To Host a Food Drive

#### Plan to Motivate

Set specific dates for your food drive to run and create a communication plan. Motivating people to participate in your drive is vital to ensuring its success. Think about ways that you can energize your team (the back of this sheet can get you started).

#### We Can Help

Visit our website at [www.foodbankiowa.org](http://www.foodbankiowa.org) and fill out our Food Drive Form to make sure we're up to speed on your food drive. We also have a customizable food drive poster and more information on our website. Have questions? Contact Michaela at 515-867-2886 or [mdevaney@foodbankiowa.org](mailto:mdevaney@foodbankiowa.org).

#### Getting Your Food To Our Clients

Your food drive is a generous gift to our fellow Iowans in need. We want to make sure we can get the food that you collect out to our clients as fast as we can. When you have finished your food drive, you can deliver your contribution to our distribution center at 2220 E. 17th Street, Des Moines, IA 50316. When you arrive, follow the signs to our Donation Drop-Off area.



For more information on the Food Bank of Iowa, visit [www.foodbankiowa.org](http://www.foodbankiowa.org)

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## How to Motivate Your Team

There are lots of ways to rev your team's engines and get the donations rolling in. Check out these tried-and-true ideas to grow your food drive, or create your own!

### Celebrate a Special Event

Turn your birthday, anniversary, wedding, or any other special event into a fun, rewarding activity that benefits our neighbors in need. Tie a food drive to your next special event and encourage friends and family to contribute in lieu of gifts.

### Make it an Event

#### Carnival Day

Host a special day with games, entertainment, and a cookout. The price of admission is a contribution of non-perishable food!

#### Jeans or Casual Day

Employees or students who contribute to the food drive get a special dress-down day.

#### Lunch Money Monday

Encourage your team to bring lunch and contribute the money they would have spent.

#### Chili Cook-Off

Team members prepare their favorite recipe and judges rate the best. Attendees get a taste for a contribution to the food drive.

#### Bake Sale

Sell cookies, brownies, and other treats around the office or school, with all sales benefiting the food drive.

### Offer a Reward

Boost donations by entering your participants into a raffle or offering a special prize for the largest donations. Think about offering gift cards, prime parking spots, or tickets to movies or upcoming events.

### Make it a Contest

#### Dunk Tank

Want to see your boss or principal get dunked? If your team reaches a certain milestone with their food drive donations, it's time for the big cheese to take a bath!

#### Vote Your Favorite

Have team members "vote" for their favorite local sports team, TV show, or anything else — their ballot is their food drive contribution!

#### Internal Competition

Departments, classes, or any other groups you may have can compete against one another. Whoever can bring in the most food for your food drive wins bragging rights!

#### External Competition

Have a crosstown rival or a nearby frenemy? Work with us to create a friendly competition with them and drive your food drive contributions through the roof!

## What's Next?

The fun doesn't have to stop when you finish your food drive! Keep the ball rolling by volunteering for one of our weekly food drive sorts. Learn more and sign up at [www.foodbankiowa.org](http://www.foodbankiowa.org).