

FOOD BANK OF IOWA

FOOD & FUND DRIVE TOOLKIT



FOODBANK
OF IOWA

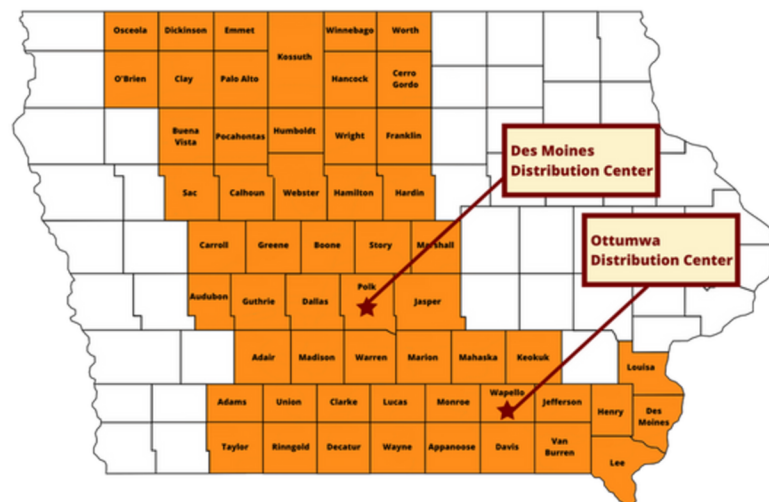
ABOUT FOOD BANK OF IOWA

OUR VISION: A hunger-free Iowa

OUR MISSION: Provide food for Iowa children, families, seniors and veterans to lead full and active lives, strengthening the communities where they live.

WHO WE SERVE:

- Iowans experiencing food insecurity (*385,000 Iowans across the entire state*)
- 55 counties covering 30,000 square miles
- 700 partners and programs



WHAT WE DO:



GATHER FOOD

We gather food through food drives and donations, food rescue from retailers, and the USDA. Donor dollars help us purchase fresh, nutritious food to supplement our inventory.



KEEP FOOD SAFE

We follow strict food safety guidelines to ensure food is properly stored and distributed and is safe to eat.



SORT FOOD

Volunteers sort the food that may need to be repackaged, labeled, counted and boxed. We regularly get food in bulk to make the most of every dollar.



DELIVER FOOD

Our distribution center team loads food onto trucks and drivers deliver it to community, school and church pantries; meal sites, shelters, daycares and more.



DISTRIBUTE

Partners throughout our 55-county service area distribute food to individuals and families facing food insecurity.



FEED IOWANS

Children, families, seniors and veterans visit our partners to receive the food they need to lead healthy, active lives.

FUND DRIVES

WHAT IS A VIRTUAL FOOD DRIVE?

A virtual food drive allows individuals and organizations to host a food drive through Food Bank of Iowa's website. Donations can be made securely online, giving everyone on your team a chance to see the progress in real time. With just a few clicks, anyone can help Food Bank of Iowa purchase the most needed items and make a difference in the lives of neighbors facing hunger.

WHY USE A VIRTUAL FOOD DRIVE?

- Food Bank of Iowa's purchasing power makes your dollar go further.
- Saves time and resources incurred through a physical food drive.
- Provides Food Bank of Iowa the opportunity to quickly purchase our most needed items.
- Allows us to purchase perishable items like milk and eggs.

WHAT CAN
\$10
PURCHASE?



FOOD BANK OF IOWA HAS THREE TIMES the purchasing power vs. retail prices.

[START YOUR VIRTUAL FOOD DRIVE >>](#)

Learn how to register on the next page!

STEPS TO RUNNING A VIRTUAL FOOD DRIVE

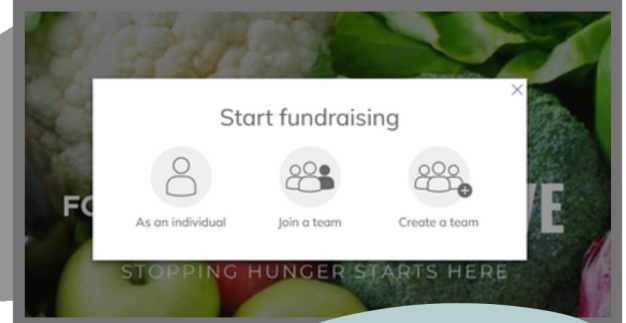
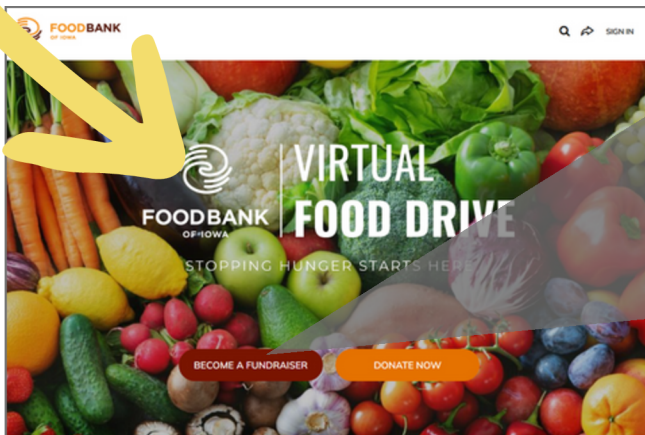
STEP 1 - SET UP YOUR FUNDRAISING PAGE

Click the button below to go to our virtual food drive page.

START YOUR VIRTUAL FOOD DRIVE >>

Click “Become a Fundraiser.”

- You’ll have the option to fundraise on your own, create a team or join an existing team. Your team could be your work, organization, school or a group of friends.
- You will need to create an account through our secure fundraising platform, GoFundMe Pro. You will be the “Team Captain.”



TIP: See support articles on fundraising here.

<https://prosupport.gofundme.com/hc/en-us/articles/37288766809883-Join-a-fundraising-team>

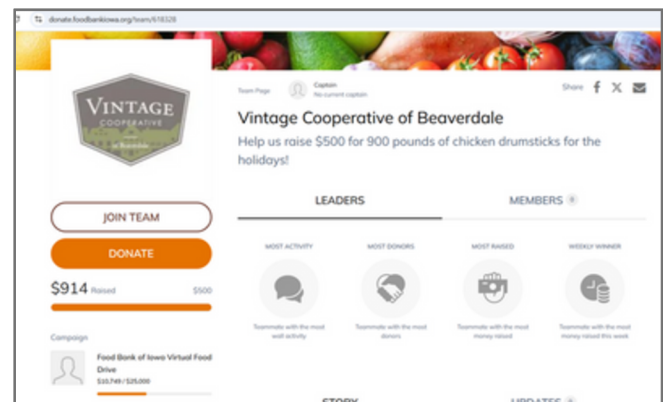
NEED HELP?

If you need assistance creating your fundraising team, please contact Alyssa Lewton at alewton@foodbankiowa.org.

STEP 2 - CUSTOMIZE YOUR PAGE

Next, create your team page by entering your fundraiser's goal, end date and a headline. Last, upload a profile picture for your fundraising page (it could be your organization's logo).

This is an example of a virtual food drive page. You can customize the name, call to action and fundraising goal to match your organization or group's needs!



Once you have finished, your page will have a unique URL. **Share the website's link internally and externally so anyone can donate.**

STEP 3 - RAISE FUNDS

Our virtual food drive page (through GoFundMe Pro) accepts credit or debit cards, Venmo, Apple Pay, Google Pay and PayPal.

Any check or cash donations can be sent to **P.O. Box 1517, Des Moines, IA 50305**. Please include the name of your virtual food drive with the donations so we can attribute the funds to your campaign.

All donations will receive a receipt. Online donations receive a receipt to the email provided during checkout. For check or cash donations, a printed receipt will be mailed to the address provided.

VIRTUAL FOOD DRIVE >>

Set a goal - and keep going!

- Be sure to set a goal to keep you and your team motivated.
- If you reach your goal, you can always change it!



FOOD DRIVES

ABOUT FOOD DRIVES

A food drive collects nonperishable food and personal care items from the community. Food drives are important because they help ensure everyone has access to nutritious food and basic necessities, fostering community support and alleviating hunger.

HOW IS THE FOOD USED?

Donations collected during food drives support our partners across our 55-county service area. The items are sorted into like categories and put on our inventory. Then partners can place orders based on their community's needs. Food Bank of Iowa delivers the food to our partners, which is then distributed to neighbors facing food insecurity.

MOST NEEDED ITEMS

- Protein (canned meat or fish)
- Canned fruits or vegetables
- Canned pasta sauce
- Peanut butter and jelly
- Soups or entrees
- Breakfast items (including cereal)
- 100% fruit juice
- Personal care and paper products (toothpaste, deodorant, toilet paper, etc.)

DONATION GUIDELINES

We adhere to industry standard food safety guidelines. When collecting food items, please follow our donation guidelines.

- All donations must be undamaged, unspoiled and unexpired.
- Packaged food must be unopened and in its original packaging with the nutrition label.
- We strive to supply the most nutritious items possible, so please consider donating low-sodium items.

STEPS TO RUNNING A FOOD DRIVE

STEP 1 - REGISTER AND PLAN

We ask that you register your food drive before you begin so we can assist you and track your progress.

REGISTER YOUR FOOD DRIVE >>

STEP 2 - PROMOTE

Social media and posters are great ways to spread the word about your food drive. If you need more inspiration, our team can provide Food Bank of Iowa logos and other information upon request - please email Alyssa Lewton at alewton@foodbankiowa.org.

STEP 3 - COLLECT

Make sure you have tubs, bins or other receptacles in which to collect food. Keep in mind these may get heavy. Plan to have a back-up place to store items or multiple receptacles.

STEP 4 - DROP OFF

Please drop off your donations at one of our distribution centers. If you would like a photo, please let us know ahead of time.

- Locations:
 - 2220 E. 17th St., Des Moines - Dock Door 6
 - 705 W. Main St., Ottumwa
- Hours:
 - Monday - Thursday 8 a.m. - 4 p.m.
 - Friday 8 a.m. - noon

IMPORTANT: When you drop off your donations, please ask for a donation receipt. This ensures you are credited with the total pounds collected and helps us document your food drive properly.

MOTIVATE YOUR TEAM



CELEBRATE A SPECIAL EVENT

Turn your birthday, anniversary, wedding or any other special event into a fun, rewarding activity to benefit neighbors experiencing hunger. Start a virtual food drive for your next event and encourage guests to contribute in lieu of gifts.



OFFER A REWARD

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



MAKE IT A CONTEST

Internal Competition

Departments, classes or other groups can compete against one another. Whoever donates the most virtually for your food drive wins bragging rights!

External Competition

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



CORPORATE MATCHES

Does your organization offer matching gifts? Check to see if your organization will match your personal donation to double your impact. Also, if your organization has a virtual food drive team, see if leadership would be willing to match the team's fundraising total.

ADVERTISE & PROMOTE

SAMPLE SOCIAL MEDIA POSTS

- #1** Food insecurity affects 1 in 8 Iowans (including 1 in 6 children). 🍌🍏
We're teaming up with Food Bank of Iowa to help change that. [Organization Name]'s [food drive/virtual food drive] runs from [Start Date] to [End Date]—join us in the fight against hunger!
- #2** Last year, Food Bank of Iowa distributed more than **27.3 million pounds of food** across the state. 🚚🥕🥦 They can't do this alone. From [Start Date] to [End Date], [Organization Name] is hosting a {food drive / virtual food drive}! Let's fight hunger together!
- #3** For just \$2, Food Bank of Iowa can feed an Iowan for an entire day. 🍷🍴🍴
That's why [Organization Name] is hosting a [food drive/virtual food drive] from [Start Date] to [End Date]. Help us feed more Iowans!
- #4** Did you know more than **385,000 Iowans face hunger**?
From [Start Date] to [End Date], [Organization Name] is proud to support Food Bank of Iowa with [Campaign Details]. Join us to fight hunger—every bit helps!

TIPS & TRICKS

Promotion is the key to a successful campaign. Here are a few tips for promoting your campaign:

- Utilize **all of your social and digital platforms** and tailor your message to each audience.
- Make sure to **promote multiple times**. You don't need to have an elaborate content calendar, but think ahead about how you'll communicate before, during and after your campaign.
- Don't forget about **signage** and other **print marketing** if you have people physically present at your business.
- **Tag Food Bank of Iowa** on social media!

BRANDING GUIDELINES

For Food Bank of Iowa branding guidelines and logos, please visit www.foodbankiowa.org/branding-guidelines. We ask that you do not alter our logo in any way.

If you need assistance, a member of our team can help. Contact erunde@foodbankiowa.org.

@FoodBankIowa

