

Getting Started

Please read through the following information to help you in planning your Food & Fund Drive to benefit Tarrant Area Food Bank.

Step 1—Organize

- Set a date for the food drive.
- Decide on a theme, type of drive and the duration of the drive.
- Select drive leaders: dependable people with good leadership skills and time to devote to the drive. Recruit committee members who are natural leaders in your organization and who are interested in motivating teammates and building community.
- Orient your drive leaders: explain the need for food, confirm dates, explain the food drive procedure.
- As you plan your drive, complete page 7 of this booklet and fax it to Tarrant Area Food Bank at 817.877.5148. Be sure to fill it out completely so that we can properly support and credit you for your donation!
- Complete and return page 6 to Tarrant Area Food Bank regarding the food donation delivery or pick-up request.

Step 2—Publicize

- Establish a goal for your drive such as total pounds or cans per person or \$ per person.
- Contact Tarrant Area Food Bank to receive marketing posters and an informational DVD on hunger in our community.
- Create a slogan that relates to your company or school.
- Send out the list of 'most wanted' items (see page 4).



Step 3—Put People to work

- Distribute materials.
- Put posters where people can see them, by coffee machines, next to time clocks, etc.
- Decorate collection boxes. When it comes time to transport food to Tarrant Area Food Bank, the ideal containers are boxes for computer paper and banana boxes from your grocery store. (*Paper and plastic bags tear.*) TAFB can supply collection receptacles if you are able to pick them up at the Tarrant Area Food Bank Warehouse.
- Introduce the Food & Funds drive through employee information systems such as morning announcements, meetings or email system.
- Recruit team to deliver food donation to Tarrant Area Food Bank (see page 6).

Step 4—Drive!

- Periodically e-mail reminders with bits of facts about hunger in our community.
 - Display the food that has been received.
 - Give prizes for volunteers and food donors.
 - Get your company to match donations.
 - Invite all who participated to a victory party after the drive and announce results.
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