

DAY *of* GIVING

COORDINATOR'S GUIDE

A step-by-step resource for organizing your drive



Eastern Illinois
Foodbank

DAY OF GIVING

Thank you for choosing to support those in need in your county. We're excited for our inaugural Day of Giving campaign! This campaign is Eastern Illinois Foodbank's first 14-county food and funds drive. Day of Giving is an opportunity for our community to come together to change lives for families across eastern Illinois. For One Day, we hope that you will help us join us in a effort to give back and provide the gift of hope to hungry neighbors in our community. We're calling on our community to help alleviate hunger in eastern Illinois. This year, communities throughout our service area will be able to donate directly to their county and make a lasting impact for those in need. Food and funds drives can start as early as November 1 and culminate on the Day of Giving, December 2.

This year local schools can participate in the **"Spread the Love"** drive. Schools will be collecting jars of an EIF staple - peanut butter. Schools that are peanut free can collect another comparable item (such as soy butter, jam or jelly). Prizes will be awarded to the top 3 schools that raise the most jars of peanut butter in our 14-county service area. Local businesses can participate in the **Corporate Cereal Drive** by collecting another one of EIF's most requested food items. Businesses are also welcome to collect a variety of food items. We encourage restaurants to participate in a **Give Back Day**. Any school, business, organization or restaurant can participate in a fund drive. **Remember \$1 is equivalent to 6 meals!**

The need in our community is great and organizing a food or funds drive helps alleviate local hunger. Many individuals and groups often report that it helps them deepen their relationship with the community, builds connections among their employees or members, and helps them make an impact on issues affecting their community. Thank you for helping alleviate local hunger!

HOW THE FOODBANK WORKS

The Eastern Illinois Foodbank exists to alleviate hunger in eastern Illinois by providing a reliable source of food for the hungry through cooperation with a network of food pantries and agencies. The Eastern Illinois Foodbank is the primary food source for food pantries, soup kitchens, homeless shelters, and other programs working to feed the hungry. Last year we distributed 7.8 millions of pounds of food – 1.3 million of which was fresh produce - across our network of more than 200 such programs. Together, we're working to create a hunger-free eastern Illinois. The Foodbank accepts donated and discounted food from a variety of sources and distributes it to our member emergency food programs, such as food pantries, soup kitchens and shelters. By partnering with EIF, emergency food programs are able to save millions of dollars each year in food purchase and handling costs. These savings allow them to focus their efforts and funds on more effectively working to alleviate hunger in our area.



HOW TO PLAN YOUR DRIVE

STEP 1: Plan Your Drive

Before you launch your drive, take some time to set a plan for success. The resources section of this guide includes a checklist to help make sure you've covered everything before, during and after your drive. Be sure to check out the "Ideas For Your Drive" section at the end of this guide.

1. *Consider a Food and Fund Drive*

We suggest that you incorporate both a food collection and fundraising goal into your drive. With this approach, all participants can contribute in the way that is easiest for them.

2. *Set your goals*

Setting a target will keep your participants motivated and make your drive a success. You can set a goal that improves on previous drives or select a target based on the number of participants (e.g. \$10 or 20 food items per person). Your school or office can also set a collective goal such as raising 5,000 meals (or ~ \$834) as a school or business. Once you have decided on a goal, you can make it more meaningful for those participating by translating your total goal into the number of meals it will provide using the following formula:

$$\begin{array}{r} \text{Pounds of food goal} / 1.2 \text{ pounds per meal} \\ + \\ \text{Dollar goal} * 6 \text{ meals per dollar} \\ \hline \text{Total meals provided by your drive} \end{array}$$

3. *Make it count*

Holding a food or fund drive to benefit the Eastern Illinois Foodbank can help build workplace spirit and create a positive community perception of your company. Find creative ideas for keeping people engaged in the Ideas section of this guide. Don't forget to share the results of your drive with the participants and community.

STEP 2: Sign Up

Visit www.eifoodbank.org/dayofgiving/signup.html to share the details of your drive with EIF.

Schools may participate in the "Spread the Love" peanut butter drive, **businesses** in the corporate cereal drive, and **restaurants** in a Give Back day. Any school, business, organization or restaurant can participate in a fund drive. Schools that are nut free can collect soy butter, jelly/jam or any other comparable item. Prizes will be awarded to the top 3 schools that raise the most jars of peanut butter in our 14-county service area so be sure to keep count!

STEP 3: Receive Your Drive Materials

Schools and organizations in Champaign-Urbana will have materials delivered to them by

Foodbank volunteers or the Unit #4 school district the week of November 10. The length of your drive can be based on your school schedule but must conclude on the Day of Giving – December 2. Schools, businesses and organizations outside of Champaign-Urbana will have posters and flyers mailed to them. Schools and organizations outside of Champaign-Urbana should be sure to coordinate food collection bins internally. Materials will also be available for download on the official Day of Giving website - www.eifoodbank.org/dayofgiving.

STEP 4: Promote Your Drive

Don't forget to promote your drive and get the word out! Send flyers home with students and staff, hang up posters and place donation bins in high-traffic areas, and post your drive on social media and tag EIF (Facebook: Eastern Illinois Foodbank Twitter: @eifoodbank).

STEP 5: Collect Food and/or Funds!

- Collecting Funds -



For every \$1 donated to the Eastern Illinois Foodbank, we can acquire \$10 worth of food. That's right – we can multiply your contribution for ten times the impact. Because of this, you can make the biggest difference for the Foodbank and those facing hunger in our community by collecting funds for donation.

The ways to collect funds:

Donate online

Online donations are fast, easy and secure. Schools can collect donations on their own personal secure donation page - www.crowdrise.com/DOG14SchoolChallenge. Businesses, Corporations and Organizations also have access to their own donate page - <https://www.crowdrise.com/DOG14CorpChallenge>. Schools and businesses will be added to the site once drive registration forms are submitted.

Donate by cash or check

Checks may be made out to – Eastern Illinois Foodbank. Drive coordinators should collect contributions and return them together to the Foodbank so these contributions are properly credited to your drive. All donors who provide full contact information will receive an acknowledgement for tax purposes.

- Collecting Food -

Food drives are an excellent way to see the immediate impact of your efforts to help the Foodbank alleviate hunger in our community. These drives are also an excellent source of food for EIF's 200+ member food pantries, soup kitchens, shelters and other emergency feeding programs. Food drives are flexible and can be structured to meet your needs. The Foodbank will provide food collection boxes, which have been generously donated by *Two Men And A Truck*, to schools and organizations in Champaign-Urbana.



Step 6: After Your Drive

Champaign-Urbana Schools, Businesses & Organizations

Schools and organizations in Champaign-Urbana will have their food donations picked up by *Two Men And A Truck* on Tuesday, December 2. Please be sure to have your food collection boxes on the main floor of your building. Please do not give monetary donations to *Two Men And A Truck*. You will be contacted by EIF to arrange for your monetary donations to be picked up by an EIF representative.

Schools Outside of Champaign-Urbana

Your school can select an EIF agency in your county to donate all food items. See our "Find Help" page - <http://www.eifoodbank.org/help/find.html> – for a list of EIF member agencies. Please feel free to contact EIF's Development Department (217-328-3663) to find an agency near you. Monetary donations should be made into a check and mailed to the Eastern Illinois Foodbank (2405 North Shore Drive, Urbana, IL 61802). Monetary donations will be designated to the pantries located within your county.

EIF will contact and announce winners of the "Spread the Love" drive in the weeks following December 2.

IDEAS FOR YOUR DRIVE

Make it simple

- Post information and place donation bins in high-traffic areas.
- Set a goal and get excited! Your goal can be to collect a certain number of jars of peanut butter or 100% participating within your office. Whatever it is, make it fun and a positive experience for everyone involved. You're helping more than 116,000 hungry adults and children in our community – what could be better?!
- **Businesses** - Consider offering payroll deductions.



Involve organization leaders

- Ask one of your organization's leaders to make a personal appeal to those who will participate.
- Remind organization leaders that their involvement will set the pace for others. Hold a meeting with leaders to ensure that they are up to speed on your drive and informed about the Foodbank and our mission.

Hold a competition

- Internal competitions are great team-builders and also motivate participants. See which department or group can make the biggest contribution to the Foodbank.
- In a 'construction' competition, participants can split in teams or work within their departments to create buildings, sculptures or whatever they would like using the canned goods they donate. Vote at the end for a winner and add the cans to your drive.

Host an event

- Ask participants to bring a donation or to your next holiday party or staff event.
- Host a pot-luck. Ask each participant to bring a favorite dish and a contribution for the Foodbank as their admission.
- Choose one day to hold a 'Skip a meal, Feed a friend' event. Ask participants to donate the money they would have spent on lunch that day to the drive. Not only will you raise funds, but you'll give your participants an idea of how hunger can impact their daily life.

Offer incentives

- Organize a drawing to help raise funds for your drive. Ask local businesses to donate prizes and hold a drawing among your participants for \$1 per ticket. Hold the drawing at the end of your drive to keep people donating!
- Hold a dress casually each day at the office if employees donate.
- If you'll have departments or groups competing against one another, offer prizes for the winning team.
- Provide information about your company's matching gift program to help participants double their contributions.

Communicate!

- Make use of all of the materials provided by the Foodbank to make sure everyone knows about your drive.
- Spread the word about hunger. The Foodbank can provide videos or other materials to help your participants learn more about hunger. Additionally, Foodbank staff are available to speak to groups about the Foodbank, hunger, and more.

COMMUNITY EVENTS

Community events provide the highest visibility for your partnership with the Eastern Illinois Foodbank, providing you with increased publicity in the community while generating financial support for the Foodbank. You might choose to create a unique one-time event or donate the proceeds from an existing annual event to the Eastern Illinois Foodbank.

When creating your event, be sure to register with the Foodbank to receive support throughout your planning process.

Getting started

- Create a timeline for the planning and execution of your event and a check-list to make sure you stay on task and remember details.
- Decide what type of event you will have (food-themed event, golf outing, concert, etc.).
- Choose a date and venue and select an event coordinator or create a committee to plan the event if necessary.
- Set goals for attendance and fundraising.
- Register your event with the Eastern Illinois Foodbank for planning and marketing support.

Event Ideas

Food-Themed Events

- Pot-luck meal
- Cook-off
- Celebrity chef dinner
- Wine Tasting

Sports Events

- Golf Outing
- Sports Tailgate
- Softball Tournament
- Walk/Run

Concert and Arts Events

- Concert or performance
- Art show or auction
- 'Canstruction' competition

THANK YOU!

Thank you for helping alleviate local hunger! If you have any questions at all please contact our Development Department at 217-328-3663.



****Artwork courtesy of a local CU who planned, coordinated & marketed an anti-hunger walk****