

FOOD DRIVE FAQ

1. What is the first step in setting up a food drive?

Call MANNA. Let us know what you're doing. Then, choose a time where you feel that your audience will best respond to the cause. Try to be judicious about the length of time in which you hold a drive. Often times, people can be immune to the message if the drive lasts more than two weeks. Try to compress the time frame in order to maximize the weight of your message and the cause.

2. What is the second step in setting up a food drive?

Get the word out. No one is going to bring food to your food drive if they don't know about it. Yes, this sounds obvious, but you would be surprised how often people fail to provide adequate exposure for their cause.

3. How many barrels do I need?

This depends on the size of your audience and the time frame of your drive. However, it is rare that more than 3 barrels are filled during a food drive. Each barrel can hold up to 250 lbs of food, depending on what type of food is donated. Keep in mind also that should your barrels fill up while your drive is underway, you can call us and we'll come and retrieve the food, replacing the full barrels with empty ones, if you are not able to bring the food to us. Don't forget to get the word out.

4. How do I get the barrels?

Because gas is so expensive and MANNA delivers food to partner agencies across the 16 county region of Western North Carolina, it would be ideal if you make arrangements to retrieve the barrels and to bring the food back. If the drive yields only a barrel full, it's best if you can get the food to us. However, more than one full barrel is quite cumbersome and we understand that it can be difficult to get to the food bank. In that case, we are happy to come and grab the barrels. Don't forget to get the word out.

5. Can MANNA come to my work/church/school/ etc., to give a talk on why this effort is important?

Yes. We would be happy to provide a speaker to emphasize the importance of community participation in these efforts. Also, educating your audience about the state of hunger in WNC is crucial to their participation. We can provide brochures and other materials that demonstrate the need. Educating donors creates necessary awareness of hunger in their community and how they can make a difference.

6. What is a reasonable goal for my food drive?

We would like to think that everyone involved in the drive can bring at least 5 cans. The cost of 5 cans of food is less than \$5. However, the difference that 5 cans makes in the lives of those struggling with hunger is enormous. Remember,

if you fail to adequately promote your drive, you will surely be disappointed with the results.

7. What are some of the most needed items in a food drive?

Items rich in protein are essential to providing adequate nutrition. Canned meats, meals in a can – beef stew, chili, and canned vegetables and fruits. Also, try to avoid cardboard and glass.

8. When the drive is over, how do I get the food to MANNA?

It is always best if you can deliver the food to MANNA FoodBank. However, if there is more than you can handle in your vehicle(s), contact us at 828-299-3663 and we will schedule retrieval.

9. How does MANNA FoodBank acknowledge the donation?

The food will be weighed and recorded in our logs. We will then issue an acknowledgement letter to the donor, detailing the amount donated.

10. What about monetary donations?

If someone feels compelled to make a monetary donation, then by all means. MANNA FoodBank incurs significant costs in doing business – gas, purchased food, staff – all the costs associated with running a business. However, we would recommend not handling cash if you can avoid it. Checks are best because they create a paper trail. The check should be made out to MANNA FoodBank. Upon receipt of the check, an acknowledgement letter will be issued to the donor.

All of these steps are essential to the success of your effort, but PLEASE, be sure to adequately promote the event. Promotion is not just informing your audience of the effort but also educating them on why you are having a food drive and the importance of community partnerships in battling hunger.

Be the difference in your community.