FOOD & FUND DRIVE 101

Thank you for working alongside Family Pathways to provide meals to neighbors and friends across east central Minnesota and western Wisconsin! Here is a useful guide to hosting a food and fund drive and other ways to help your local community.

Virtual Food & Fund Drive

Instead of going to the grocery store and buying food items, participants can take advantage of Family Pathways' bulk purchasing power to maximize the impact of their donations!

How to set-up your virtual food drive:

1. Visit the Virtual Food Drive Webpage at FamilyPathways.org
2. Click on "Become a Fundraiser"
3. Follow the steps to set up your own page including a goal, your own picture or logo and a message for your community.
4. Share your page and collect food – virtually!

Did you know that we can turn $1 into $7 worth of food?

Traditional Food & Fund Drive

Host a Drive Up/Drop Off event or put a collection bin out at your business, organization, or church and invite your network to drop off food items.

1. Register your Food & Fund Drive at Family Pathways.org so we can help promote your event
2. Select dates for your campaign
3. Use the provided materials to let donors know where and when they can drop off their food and financial donations.
4. Create clearly marked collection bins in easily accessible locations

Small Group Volunteer Project

Grab your small group of co-workers, congregants, or organization members to help at a food shelf or other Family Pathways program. Projects may include cleaning, filling orders, organizing thrift store items, stocking food shelves, and more! Learn more at FamilyPathways.org/volunteer.

Spread the Word That Help is Available

These are challenging times and everyone needs a little extra help.

- Print/post the attached flyer.
- Put a blurb in your newsletter, church bulletin, or emails.
- Share Family Pathways posts about our food shelves and other services on your company, church, or organization's social media platforms. Follow Family Pathways on Facebook (@familypathwaysnb) for posts and updates.

For more information, marketing and promotion materials, or technical help with a virtual food drive, please contact Jennifer Baker at jenniferb@familypathways.org.