



FAMILY PATHWAYS

*Every voice.
Every possibility.
Every day.*



FOOD AND FUND DRIVE KIT





FOOD & FUND DRIVE YOUR WAY

Thank you for working alongside Family Pathways to provide everyday and holiday 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 this holiday season.

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 "Donate" then "Host a Food and Fund Drive"
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
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](http://FamilyPathways.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 [Clarissa Zemke at clarissaz@familypathways.org](mailto:Clarissa.Zemke@familypathways.org).



FOOD & FUND DRIVE HOW-TO

Six steps for organizing your own healthy food drive

Thank you for working along side Family Pathways to improve the health and well-being of 20,000 neighbors in our community.

To help you get started:

Gather a committee and set a goal

Enlist the help of several dedicated co-workers, volunteers or businesses to help with the collection and to spread the word. Together, set a goal and share it to help build momentum.

Select specific dates and choose a theme

Determine an effective timeframe. Will you collect for one day, one week, one month? Build your drive around a theme to help get people excited. See the list of Food Drive Theme Ideas to help get your started.

Register your food drive

Registering your food drive allows us to make sure we are ready to assist you. Go to www.FamilyPathways.org/donate/food-fund

Make it easy

- Consider narrowing your collection to a few items. Maybe your drive relates to the theme you selected such as breakfast foods or taco night.
- Create clearly marked collection boxes and contribution canisters in high-traffic, easily accessible and visible locations. Consider having more than one drop-off site to make it convenient for those who are dropping off food.

Tell everyone!

Promotion and publicity is key to a successful drive. Spread the word to as many people as possible through email, newsletters, press releases to local news outlets, community flyers; post on website and social media; use signage wherever available.

Celebrate your success

Share the results and recognize staff and donors. Throw a party, post your results, send a thank you, share photos and results with Family Pathways.

Drop off your donations at a Family Pathways Food Shelf near you. Go to familypathways.org to see food shelf locations and hours.



Want to give financially? \$10 feeds a family of 4 for one week!

Be sure to register your food and fund drive at FamilyPathways.org



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We encourage food donors to give the most nutritious items whenever possible to ensure we are contributing to the good health of our communities.

Please use this list as a guide for your Food & Fund Drive and share it with others.



Most wanted food items:

- Fresh, Frozen, or Canned Fruit & Vegetables
- Eggs
- Baking & Cooking Items
- Toilet Paper
- Personal Hygiene & Household Cleaning Supplies

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FAITH COMMUNITIES PACK THE PEWS WEEKENDS

Pack the Pews weekends are opportunities to come together as people of faith to address food insecurity. Some faith partners participate by collecting throughout the entire March Campaign and designating a Pack the Pews weekend as a final push to bring in food and funds. Others focus their efforts solely on one Pack the Pews weekend.

- Hand out paper grocery bags on Ash Wednesday or a designated Sunday during March.
- Staple the enclosed list of most need items to the bag. Have your members bring the filled bags back each Sunday or on your designated Pack the Pews weekend.

SAMPLE TEXT TO GET YOUR FAITH COMMUNITY STARTED:

Respond to food insecurity in our community by filling a grocery bag with much needed food and household items for our local food shelf, Family Pathways.

BULLETIN INSERT SAMPLE TEXT:

This March, we join Family Pathways' food shelves, faith communities, businesses, and organizations across Minnesota in acting to end hunger and food insecurity. Please bring nonperishable items for our local Family Pathways foodshelf and/or monetary donations throughout March.

SAMPLE BIBLICAL QUOTE

When you pick the food of your land at gathering time, do not pick all the way to the corners of your field. And do not gather the food left on the ground there after you have picked. Do not gather what is left among your vines, or gather the grapes that have fallen. Leave them for those in need and for the stranger.
– Leviticus 19:9-10



Do you have fun stories or pictures from your Pack the Pews events? Email them to clarissaz@familypathways.org and we will share on Family Pathways' facebook page!

Food & Fund Drive Theme Ideas



A theme makes a Food & Fund Drive fun and builds excitement for participation

Giving tree: Set up a Christmas tree (any time of year!) and hang envelopes for customers/employees to give financially. Envelopes can be set up with denominations relating to various Family Pathways services (Ex: \$120 feeds a family of 4 for one month). Family Pathways will provide labeled envelopes for this purpose upon request.

Special Dress Day: At work or in class, have students or employees pay to wear certain attire with either a \$5 donation or a non-perishable food item (casual dress, jean day, t-shirt day).

'MEAT' the need: Gather high protein foods like beans, canned salmon, tuna or peanut butter.

Farm-to-Table: Focus on procuring food items that are found in a garden or on a farm (beans, corn, chicken).

Challenges: Organize a contest between co-workers, branches, departments, etc. to see who can raise the most funds and/or collect the most food.

CAN-struction: Get creative and construct an object out of cans and add to the structure as donations come in.

Fill the bag: Provide a bag with a list stapled to it for each employee, student or church member to bring home and fill with non-perishable food items.

Food Themed Days: Have donors bring in food donations to correspond with different food themed days, such as Macaroni Monday, Tuna Tuesday, etc.

We're here to help!

Download other support materials—tips, donation box signs, etc—at FamilyPathways.org to help promote your food & fund drive.

Questions? Email Clarissa at clarissaz@familypathways.org



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**DROP OFF YOUR
FOOD
DONATIONS
HERE**



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PATHWAYS**

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