Seeds for Success Toolbox

Growing Your Food & Funds Supply

* **“MOST NEEDED ITEMS” FOOD DRIVE**
  + Invite targeted groups in your community to partner with your pantry to conduct a food drive for you
    - Most Needed Items flyers/bag stuffers-This half sheet customizable flyer is designed to look like a shopping list. Insert your Name, address & phone number, your specific needs and ask area restaurants, banks, retailers, churches etc, to bag stuff, display and hand out
    - Youth Sunday school food drive competition with winning class recognized by Pastor in front of congregation
    - **Reverse Permission Form** template available at [goldenharvest.org](file:///C:\Users\PamelaRascon\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\JO0NY6SW\goldenharvest.org)
    - Create & send a Press Release acknowledging support after the drive
* **“3 OF 3 GIVE DAY”**
  + - Ask the Churches within a 10-mile radius of you to sponsor a special offering for your Pantry on the Third Sunday of the Third month of each quarter to help you stock your shelves with healthy food options
      * Set up a table in the foyer/entrance of the church on that day & have information on the services you provide, pantry hours, number of families served, a list of most needed items, information on hosting a “Most Needed” food drive, Volunteer sign-up sheets with hours & days listed
      * Ask the church(es) to post on their electronic messaging and/or in their bulletins or newsletters
      * Create & send Press Release acknowledging support after the drive
    - Ask businesses, civic groups & community groups within a 10-mile radius (or an area that works for your pantry) to sponsor a special gifting drive for your pantry on the Third week of the Third Month of each quarter to help you stock your shelves with healthy food options
      * Host a meet & greet with 3- 5 business managers, civic & community group leaders to be held at your location immediately following a distribution or your service hours. Schedule them to arrive in time to see your volunteer team serving those in need
      * Ask to speak at their meeting and provide a list of most needed items, information on hosting an “Most Needed” food drive, Volunteer sign-up sheets with hours & days listed
      * Ask the groups to post on their electronic messaging and/or in their bulletins or newsletters
      * Ask the groups to include customers, friends & family in the support effort
      * Create & send Press Release acknowledging support after the drive
* ***THE ALMONER*** – Nathan Krupa, long time grant writer for Golden Harvest, has created TheAlmoner.com to help you with your fundraising needs. With a weekly blog and the Fundraiser’s Playbook giving tips and best practices, TheAlmoner.com contains a wealth of ways that you can raise money for your ministry. Visit directly by going to [www.thealmoner.com](http://www.thealmoner.com), or follow the link available through Agency Zone at [goldenharvest.org](file:///C:\Users\PamelaRascon\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\JO0NY6SW\goldenharvest.org).
* **CHURCH SOCIAL MEDIA & MESSAGING**
  + **YOUR CHURCH SOCIAL MEDIA POSTING**
    - If you are sponsored by, or affiliated with a church, ask them to post a message about volunteer service opportunities on their social media pages
    - **Send** a few **pictures** (landscape format is best), of a distribution. Remember to include volunteers, recipients with smiling faces, fresh produce and make the pictures look candid and not staged (they may publish the pictures!)
      * Footnote the date, location, number of families served, and type of food distributed. Also share average families & people served monthly/yearly for impact to your messaging
    - Offer letters validating volunteer service hours for school age children who are always in need of service hours. Share average families & people served monthly/yearly for impact to your messaging
  + **NEIGHBORING CHURCH SOCIAL MEDIA POSTING**
    - Ask the churches around you to post your Pantry name, address, days, hours of operation and services offered in their bulletin at least once quarterly to help make people aware of your services
    - **Send** a few **pictures** (landscape format is best), of a distribution. Remember to include volunteers, recipients with smiling faces, fresh produce and make the pictures look candid and not staged (they may publish the pictures!)
      * Footnote the date, location, number of families served, and type of food distributed. Also share average families & people served monthly/yearly for impact to your messaging
    - If they agree, **schedule email reminders** on your outlook calendar to send them the information at the beginning of each quarter. Share average families & people served monthly/yearly for impact to your messaging with a short thank you message
  + **POST ON YOUR SOCIAL MEDIA** 
    - No Social Media for your Pantry? WHY NOT?
      * Raises awareness, visibility and community inclusion
      * Vehicle to recruit volunteers
      * Vehicle to Food & Fund Raise
      * Vehicle to Praise & Acknowledge
      * Potentially connect with current & future clients
        + About 81% of those in Poverty have cell phones
        + There are many subsidized Internet providers available
        + Studies show that the cell phone has become the “life-line” for those in poverty
        + Instagram is a great place to start. You can post on Instagram and link to Facebook from there
    - Don’t have time or don’t know how to do these things?
      * Check with some of your volunteers!
        + Possibly their children or grandkids (high school students are very tech savvy, creative & need volunteer hours- check volunteer recruitment tips below!)
* **VOLUNTEER RECRUITMENT**
  + Recruit from within! Ask your best volunteers to bring a friend and recruit others.
  + Church youth groups, Red Cross groups and Junior League groups are always looking for volunteer opportunities (most of them prefer weekend volunteer projects).
  + Post a typed sign at your outside entrance stating your volunteer need. You will be surprised that some of your clients will be honored to give back through volunteer service!
  + Contact your local Fire fighters. They are generally available on weekdays.
  + Refer to the county school calendar. Then reach out to the principal, teachers, administrators or athletic directors to schedule volunteer dates or projects. Mention your social media and/or administrative needs   
    Sometimes senior high school students require volunteer hours for graduation.
  + Reach out to college fraternal organizations who are very community focused
  + Host a one-hour “open house” and educational orientation with snacks  
    Give a tour of your facility and invite a variety of members from the community
  + Find a list of non-profits in your area. Reach out to their leaders and coordinators for ideas about how they recruit volunteers
  + Create a one-page flyer that lists your detailed volunteer needs  
    This can be distributed via email, social media, mailed directly to schools and posted at places like- the Family Y, churches, libraries, local schools, etc.
  + Find the volunteer coordinator for your area on: [www.justserve.org](http://www.justserve.org)
  + Post your volunteer opportunities and needs on: [www.volunteermatch.org](http://www.volunteermatch.org)
  + When groups volunteer, always get a group picture of them, send it to them with a thank you message via text or email
    - Ask them who else you can send it to; is there a regional or national group they are affiliated with that you can share it with? This will foster connectivity, warmth and probably public shares on social media for your agency…raising awareness

* **RESOURCES**
  + **MAP THE MEAL GAP**: [Map.feedingamerica.org](https://goldenharvestfb-my.sharepoint.com/personal/prascon_goldenharvest_org/Documents/Desktop/map.feedingamerica.org)
    - Learn more about local food insecurity by exploring data from Feeding America’s annual Map the Meal Gap study. When we better understand hunger, we can help end hunger. Data is available by State & county.
  + **USDA FOODKEEPER APP**
    - Developed by the USDA, Cornell University and the Food Marketing Institute, this App offers users valuable storage advice about more than 400 food and beverage items, including various types of baby food, dairy products and eggs, meat, poultry, produce, seafood, as well as information & guidelines on expiration dates for food categories.

<https://play.google.com/store/apps/details?id=gov.usda.fsis.foodkeeper2&hl=en>

<https://itunes.apple.com/us/app/usda-foodkeeper/id978186100?mt=8>