



# **Food & Fund Drive Toolkit**

**Including:  
Instructions  
Tips & Ideas  
Sample Emails  
Promotional Materials  
...and More!**

# Food & Fund Drive

## Get Started

1. Identify your food drive goals.

Meal goal = [Pounds collected] divided by 1.2

Meal goal = [Dollars raised] multiplied by 3

For example: 1,000 pounds of collected food and \$1,000 donated = 3,833 meals

2. Set your food drive dates and drop off location(s).

3. Decide how and where you will collect the donated food and funds. The Community FoodBank of New Jersey can assist with Food & Fund Drive supplies, like [XX]. Request supplies [XX].

4. Spread the word about your Food & Fund Drive through your website, emails, social media (sample posts included), bulletin boards, posters/flyers, etc.

5. Deliver your donations to the Community FoodBank of New Jersey (Hillside or Egg Harbor Township) Monday through Friday from 8 am to 4 pm or contact Gleny Herlihy (Hillside) at 908-355-3663 ext. 304 or gherlihy@cfbnj.org or Colette Kraus (EHT) at 609-383-8843 ext. 116 or ckraus@cfbnj.org to arrange for a pick up.

### Additional Items:

- If you have food drive questions, please contact Gleny Herlihy (Hillside) or Colette Kraus (EHT).
- If you would like assistance with public relations, please contact Mary Faddoul at 908-355-3663 ext. 282 or mfaddoul@cfbnj.org.
- To set up a volunteer experience for your team, please visit [cfbnj.org/volunteer](http://cfbnj.org/volunteer).

## After Your Drive Ends

### Food Donations:

Deliver your donations to one of the FoodBank's warehouses, Monday through Friday from 8 am to 4 pm.

Hillside: 31 Evans Terminal, Hillside, NJ 07205

Egg Harbor Township: 6735 Black Horse Pike, Egg Harbor Township, NJ 08234

For donations of 1,000 pounds or more, we can schedule a pick up. Please notify us at least one week before your pick up is needed. To schedule a pick up, please contact Gleny Herlihy (Hillside) at 908-355-3663 ext. 304 or gherlihy@cfbnj.org or Colette Kraus (EHT) at 609-383-8843 ext. 116 or ckraus@cfbnj.org. You will receive a receipt for your tax-deductible donation.

### Fund Donations:

All cash and check donations need to be sent to the FoodBank. Make all checks out to the Community FoodBank of New Jersey. Write the name of your business on the memo line.

### Mail Checks To:

Food Drives  
c/o Community FoodBank of New Jersey  
31 Evans Terminal  
Hillside, NJ 07205

OR

Food Drives  
c/o Community FoodBank of New Jersey  
6735 Black Horse Pike  
Egg Harbor Township, NJ 08234

Donations can also be made online at [cfbnj.org](http://cfbnj.org) or on your fundraising page.

All financial donations to the FoodBank are tax-deductible. The Community FoodBank of New Jersey is a tax-exempt 501(c)(3) organization.

# Sample Emails

## KICK-OFF EMAIL

Dear [NAME],

Nearly one million New Jerseyans struggle with hunger every day; they don't know where their next healthy meal will come from – or if they will have something to eat at all. Together, we can help solve hunger!

How? Through our Food & Fund Drive that will benefit the Community FoodBank of New Jersey, the state's largest anti-hunger and anti-poverty organization. Our goal is to raise [GOAL] for our neighbors in need by [DATE].

To make a donation, please bring non-perishable food for the donation boxes located [LOCATION]. Most-needed items include: canned protein, canned fruits and vegetables, peanut butter, and beans and rice.

And every dollar you donate will provide \$8 worth of groceries for hungry New Jersey families! You can donate [LOCATION] or on our fundraising page at [URL].

Hunger exists in every single county in our state – and we must do what we can for struggling men, women and children, so they have the food they need to live happy and healthy lives.

Best,  
[NAME]

P.S. Spread awareness about hunger in New Jersey and encourage others to donate through your social media channels – and remember to tag us and the FoodBank!

# Sample Emails

## **FOLLOW-UP EMAIL**

Dear [NAME],

We have [XX] days and [XX] pounds left to reach our Food & Fund Drive goal!

You can help by bringing donations of food and/or funds to [LOCATION]. We are proud to unite around such an important cause – hunger. The results of our Food & Fund Drive will support the hunger-relief efforts of the Community FoodBank of New Jersey.

Did you know... Every dollar you donate provides three meals?

Together, we can impact the lives of families across the state.

Best,  
[NAME]

## **FINAL EMAIL**

Dear [NAME],

I want to thank you all for donating to our Food & Fund Drive!

We [EXCEEDED/ACHIEVED OUR GOAL] by raising [XX] and \$[XX]. That's equivalent to [XX] meals that will reach families in need across New Jersey.

We look forward to continuing to support the Community FoodBank of New Jersey's cause – and we encourage you to keep up the good work.

How can you stay involved? You can make sure no child goes hungry by donating, volunteering or advocating. Learn more at [cfbnj.org](http://cfbnj.org). We are also planning a team [VOLUNTEER OPP] and are open to your suggestions.

Best,  
[NAME]

P.S. [EMPLOYEE GIVING AND/OR MATCH INFORMATION]

# Themes and Fundraising Ideas

## Suggested Themes

- **Wakeup Call – Get Up and Get Moving**  
Canned coffee, non-dairy creamer, boxed cereal, oatmeal, tea bags, granola bars and pancake mix.
- **Feeling Fruity – An Apple a Day**  
Canned peaches, pears, pineapple, fruit cocktail and applesauce.
- **Take a Bite Out of Hunger!**  
Shake and Bake, Hamburger Helper, rice and beans, Rice-a-Roni and Zatarain's Mix.
- **Dinner's Served – Meat the Need**  
Canned stew, pork and beans, instant potatoes, stuffing mix and soups.
- **Back-to-School – Lunch-Box Items**  
Peanut Butter, granola bars, juice boxes, raisins and individual snack bags.
- **Winter Wonderland – Warm Foods**  
Dry and canned soups, crackers, stuffing, pumpkin and canned meats.
- **Days of the Week**  
Meat the Need Monday, Tuna Tuesday, Peanut Butter Wednesday, Vegetable Thursday and Fruit Friday.

## Fundraising Ideas

- **Hold a bake or chili sale**, potluck, or pizza party.
- **Form different teams** and see which collects the most donations.
- **SNAP Challenge** to raise awareness about hunger and food assistance programs.
- **Collect change in a jar and donate it to the Community FoodBank of New Jersey.** Employees can throw dollar bills into the container of another department to "cancel out" the change in the department. In other words, change in the container equals "positive" points, while bills equal "negative" points.
- **Heat or Eat.** Donate the amount of money it would cost you to heat your home for a week. Encourage your coworkers to do the same.
- **Brown bag lunchtime.** Ask staff to donate the cost of a lunch or to donate a bag full of non-perishable food.



# Promote Your Drive

Promoting your Food & Fund Drive is fun and easy to do! Display food drive posters and collection bins, provided by the Community FoodBank of New Jersey, at entrances and in cafeterias, lounges and other busy locations.

**Please tape the bottom of your collection bins.**

## Promotional Ideas

- Distribute shopping lists and donation forms to staff.
- Send weekly email updates to staff, including a client story or hunger fact.
- Post about the drive on social media.
- Write a blog post.
- Mention in staff meetings/announcements.
- Send out a press release (contact Mary Faddoul at 908-355-3663 ext. 282 or mfaddoul@cfbnj.org).
- Set up a table with Community FoodBank of New Jersey brochures and posters.

### **Suggested Locations:**

- Restaurants
- Grocery Stores
- Gyms
- Libraries
- Schools/PTAs

### **Slogan Ideas:**

- Bag Hunger
- Hunger Heroes
- Feed NJ Kids
- Dare to Care
- Spare Change to Change Lives
- It Makes Cents
- Food. Help. Hope.

### **Suggested Facebook/Instagram Posts:**

- Our Food & Fund Drive starts today for @communityfoodbankofnj/@cfbnj! Help us provide meals for hungry New Jerseyans. [Link to cfbnj.org or personal fundraising page]
- [Business/school/organization name] goal is to raise [XX pounds and/or \$XX - or XX meals] for the @communityfoodbankofnj/@cfbnj. Help us feed our hungry New Jersey neighbors! [Link to cfbnj.org or personal fundraising page]
- 1 in 7 NJ children is at risk of hunger every day. Get involved in our Food & Fund Drive to help @communityfoodbankofnj/@cfbnj eliminate hunger. [Link to cfbnj.org or personal fundraising page]
- Most-needed items for our Food & Fund Drive: Canned meat, vegetables, fruit, tuna, peanut butter, rice and beans. Give today to help families in need! [Link to cfbnj.org or personal fundraising page]
- Every \$1 donated provides 3 meals for families in need. Help [Business/school/organization name] support hungry New Jersey families. [Link to cfbnj.org or personal fundraising page]

### **Suggested Tweets:**

- Food & Fund Drive starts today! Help @cfbnj & [Your Twitter handle] provide meals to NJ's hungry. #FoodHelpHope [Link to cfbnj.org or personal fundraising page]
- 1 in 7 NJ kids is at risk of hunger. Get involved in [Business/school/organization name] Food & Fund Drive to help @cfbnj #EndHunger. [Link to cfbnj.org or personal fundraising page]
- Support our Food & Fund Drive to help @cfbnj & [Your Twitter handle] provide #FoodHelpHope to hungry NJ kids. [Link to cfbnj.org or personal fundraising page] [Most-needed items graphic]
- \$1 = 3 meals. Help [Your Twitter handle] reach its goal of [XX pounds and/or \$XX - or XX meals]! @cfbnj
- We're helping to feed hungry New Jerseyans @cfbnj. Donate meals! #FeedNJKids [Link to cfbnj.org or personal fundraising page]

# Press

## Pre-Drive Press Release

[LOGO]

FOR IMMEDIATE RELEASE

Contact: [NAME / TITLE / EMAIL / PHONE]

[ORGANIZATION NAME] KICKS OFF FOOD AND FUND DRIVE TO FIGHT HUNGER  
Team Rallies to Support the Community FoodBank of New Jersey's Hunger-Relief Efforts

[CITY], NJ — [DATE]

The [ORGANIZATION NAME] will collect non-perishables and funds from [START DATE] through [END DATE] at [LOCATION] to benefit the Community FoodBank of New Jersey. This year's drive is part of [THEME / SEASON], and the goal is to provide [GOAL] meals. \*

"The [ORGANIZATION NAME]'s food and fund drive efforts are a great example of what's happening nationwide," said [ORGANIZATION REPRESENTATIVE]. "[QUOTE]."

[ORGANIZATION NAME] encourages families to donate the kinds of foods that have the most impact – such as peanut butter, canned tuna fish, and canned fruits and vegetables. Supporters can also support [ORGANIZATION NAME]'s drive online at [URL].

### **ABOUT [ORGANIZATION NAME]:**

[BOILERPLATE]

### **ABOUT COMMUNITY FOODBANK OF NEW JERSEY:**

The Community FoodBank of New Jersey, a member of Feeding America®, provides people across the state with food, help and hope. The FoodBank distributed more than 50 million pounds of food last year to its more than 1,000 community partners including pantries, soup kitchens, emergency shelters, mobile pantries, and child and senior feeding programs. More than 4.7 million times a year, someone in need is fed by the FoodBank's network of partners. For our neighbors, especially families, and for the volunteers and donors who support them, the Community FoodBank of New Jersey is the powerful change agent that fills the emptiness caused by hunger with the basic human essentials people need to survive.

\*Meals = Pounds/1.2 || Meals = \$ x 3

\*\*Include most-needed items document

# Press

## Post-Drive Press Release

FOR IMMEDIATE RELEASE

Contact: [NAME / TITLE / EMAIL / PHONE]

[ORGANIZATION NAME] HOSTS SUCCESSFUL FOOD AND FUND DRIVE  
[ORGANIZATION NAME] Provides [AMOUNT] Meals to the Community FoodBank of New Jersey

[CITY], NJ — [DATE]

[ORGANIZATION NAME]'s food and fund drive collected [AMOUNT] pounds of food and \$[AMOUNT] – totaling to about [AMOUNT] meals for New Jersey families in need. \*

"[QUOTE]," said [ORGANIZATION REPRESENTATIVE]. "[QUOTE]."

In addition to the success of the food and fund drive, [ORGANIZATION NAME] will continue to support the Community FoodBank of New Jersey's hunger-relief efforts year-round by volunteering and donating.

Community members can visit [cfbnj.org](http://cfbnj.org) to learn more about how they can help end hunger in New Jersey.

### **ABOUT [ORGANIZATION NAME]:**

[BOILERPLATE]

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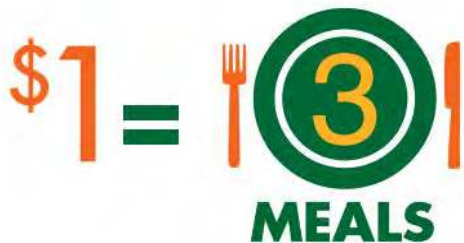
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\*\*Include most-needed items document



# Monetary Donations

Financial gifts are appreciated and encouraged. **For every dollar donated, the Community FoodBank of New Jersey is able to provide 3 meals for families in need.** They also support our innovative programs, like our FamilyPack, Senior Boxes, Mobile Pantry and Child Feeding programs and allow CFBNJ to purchase, source and distribute bulk food through our Agency Network.



**\$1 = 3.6 pounds of food**

**1 can donated = 1 pound**

The Community FoodBank of New Jersey's administrative and fundraising costs are less than four percent. That means that 96 percent of every dollar donated goes directly to feeding hungry New Jerseyans.

## Ways To Donate

- **Payroll Deductions**  
A great way to help fight hunger is to make a donation every pay period. A \$10 donation to the Community FoodBank of New Jersey allows us to provide 30 meals! Donating \$1 per day -- \$30 a month -- provides three nourishing meals for someone in need. **Contact us at 908-355-3663 or [info@cfbnj.org](mailto:info@cfbnj.org) for more information.**
- **Corporate Match**  
Does your organization offer to "match" donations from its employees? If your employer has a matching gift program, make sure to find out all of the details and enroll your Food & Fund Drive in the match. This is a great way to double your donations!
- **Donate Online**  
The fastest way to make a donation is to visit [cfbnj.org](http://cfbnj.org) and enter your payment information. **Contact us at 908-355-3663 or [info@cfbnj.org](mailto:info@cfbnj.org) to make sure the donation is credited to your Drive.** All donations will receive an acknowledgment and tax receipt via email.
- **Virtual Food Drive**  
Participate in our virtual food drive and encourage coworkers to "purchase items" online at [cfbnj.org/virtualfooddrive](http://cfbnj.org/virtualfooddrive). When donors check out, there is a place to enter your company name and help raise more money for your Food & Fund Drive!
- **Donate by Check, Credit Card or Cash**  
Use the "Pounds for Dollars" form to receive credit for any check, credit card or cash donations. Make checks payable to *Community FoodBank of New Jersey*. Donors who provide contact information will receive a letter of acknowledgment and tax receipt for the donation.

### **Mail Donations To:**

**Community FoodBank of New Jersey  
31 Evans Terminal  
Hillside, NJ 07205**

# Meals For Dollars

Every dollar you raise will be converted into 3.6 pounds of food. Parents, friends and family can support your Food & Fund Drive by making a donation! The entire amount of your contribution is tax deductible.

Please select the amount you would like to donate from the options below. Online donations are the fastest and easiest way to help. Visit [cfbnj.org](http://cfbnj.org) to contribute using your credit card. For help making a gift over the phone, please call 908-355-3663.

Please accept my/our contribution amount of:



- \$250** provides one household with Family Packs for a school year.
- \$500** provides 125 nourishing after-school meals for our Kids Cafe Program.
- \$1000** provides three children with healthy meals during the summer months.
- \$** \_\_\_\_\_ to help as much as possible.



- Check (Payable to Community FoodBank of NJ)
- MC
- Visa
- Amex
- Discover

CARD # EXP. DATE CCV

CARDHOLDER NAME

CARDHOLDER SIGNATURE

STREET ADDRESS CITY STATE ZIP

- Yes, I'd love to tour the FoodBank!
- Yes, I'd like information to volunteer at the FoodBank!
- EMAIL ADDRESS \_\_\_\_\_

Food & Fund Drive  
Community FoodBank of New Jersey

**Thank you for providing *food*, *help* and *hope*.**

# Donation Receipt

## DONATION RECEIPT

Amount Donated:

Name of Donor:

Date of Donation:

Received By:

**The mission of the Community FoodBank of New Jersey is to provide food, help and hope. All financial donations to the Community FoodBank of New Jersey are tax deductible. The Community FoodBank of New Jersey is a tax-exempt 501(c)(3) organization. Federal tax ID #EO-222-423-882/000. For more information please call 908-355-3663.**

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**Community  
FoodBank**  
OF NEW JERSEY

**Together,  
We Can End Hunger  
in New Jersey**



**Food & Fund Drive**  
**DATES:**

**MOST NEEDED**

FOODS FOR FOOD DRIVES



TUNA, SALMON, SPAM,  
CHICKEN, HAM



SHELF STABLE



PASTA, POTATOES,  
RICE, CEREAL



ALL SIZES, ALL KINDS



PLASTIC JARS ONLY



MAC&CHEESE, CHILI, STEWS,  
MEATY SOUPS

**REMEMBER:**



NO GLASS, CELLOPHANE, BOTTLED WATER,  
SODA OR BABY FOOD PLEASE.

**CFBNJ.ORG ■ 908-355-3663**

/communityfoodbankofnj

@CFBNJ

@CFBNJ



Community  
FoodBank  
OF NEW JERSEY

FOOD • HELP • HOPE

# MOST NEEDED

## FOODS FOR FOOD DRIVES



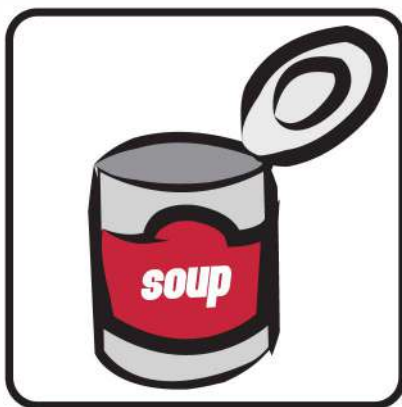
TUNA, SALMON,  
SPAM, CHICKEN, HAM



SHELF STABLE



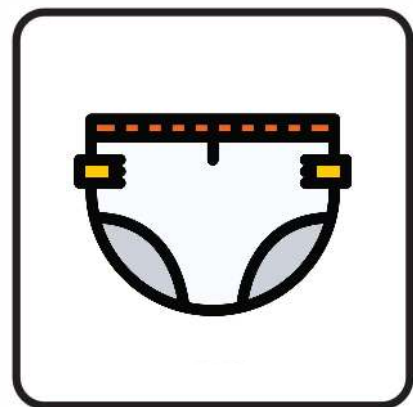
PASTA, POTATOES,  
RICE, CEREAL



MAC & CHEESE, CHILI, STEWS,  
MEAT Y SOUPS, FRUITS,  
VEGETABLES



PLASTIC JARS ONLY



DIAPERS, FEMININE  
HYGIENE PRODUCTS

NO GLASS, CELLOPHANE, BOTTLED WATER,  
SODA OR BABY FOOD PLEASE.

FOR INFORMATION  
CONTACT FOOD SOURCING  
908.355.3663

[cfbnj.org](http://cfbnj.org)