

Fruit of the Vine Food Shelf – Food Drive Instructions/Suggestions

Plan ahead! Feel free to contact us with questions, we are happy to assist in anyway. We are always excited to hear of your plans to help us raise food, funds, and awareness. (952) 595-5980, E-mail us at administration@vcsmn.org.

- 🍇 Chose the dates you will run the food and/or fund drive
- 🍇 Download the “Current Needs” flyer so you are familiar with what the food shelf’s needs are.
- 🍇 Download or make posters for your food receptacles
- 🍇 Arrange for your donations to be dropped-off at the food shelf once an abundance has been collected.

Great times to organize a food drive for FOTV

- 🍇 winter through early spring (Jan. through April)
- 🍇 March is when any donations are matched during the MN FoodShare March Campaign
- 🍇 summer vacation months (July and August)
- 🍇 early fall (Sept through mid-October)
- 🍇 Why not all year?

Tips for a successful food drive

- 🍇 Promote your drive a week or two in advance to give people time to shop.
- 🍇 Hand out the “Current Needs” flyer. You could staple the flyer to brown bags and hand them out.
- 🍇 Consider a theme such as breakfast, meals in a can, a holiday, or foods for kids’ lunchboxes.
- 🍇 Ask donors for unopened, non-perishable food items that have not reached their “sell by” date.
- 🍇 For workplace drives, ask the company to offer a matching gift.
- 🍇 Encourage competition. Recognize the group that brings in the most food.
- 🍇 Let people know they can write a check or donate online to FOTV if they prefer.
VCSMN.ORG/donate
- 🍇 Decorate and label a collection box.
- 🍇 Build time into your schedule for you to check the expiration date on each item. (Don’t bring expired products to FOTV; throw out or recycle them yourself.)
- 🍇 Deliver the food to FOTV at a previously arranged time.
- 🍇 Thank donors afterward, in whatever way you recruited them. Post thanks on Facebook and Twitter; e-mail friends and colleagues; replace your promotional poster with a thank-you poster. Consider sharing a photo of all the food you collected, or info about how much was donated.

Thank you for partnering with the Fruit of the Vine; your contributions will help us feed thousands of people each year.