

# Food and Fund Drive Planning Guide

Help fight hunger in by raising food and monetary donations for the Regional Food Bank of Oklahoma!

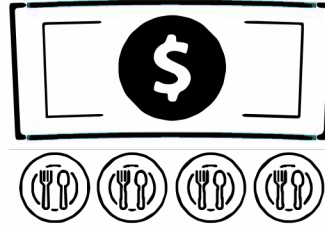
Please use this planning guide to ensure you have all you need to have a successful and exciting event.

## Donation Information

### Monetary donations go further than you think.

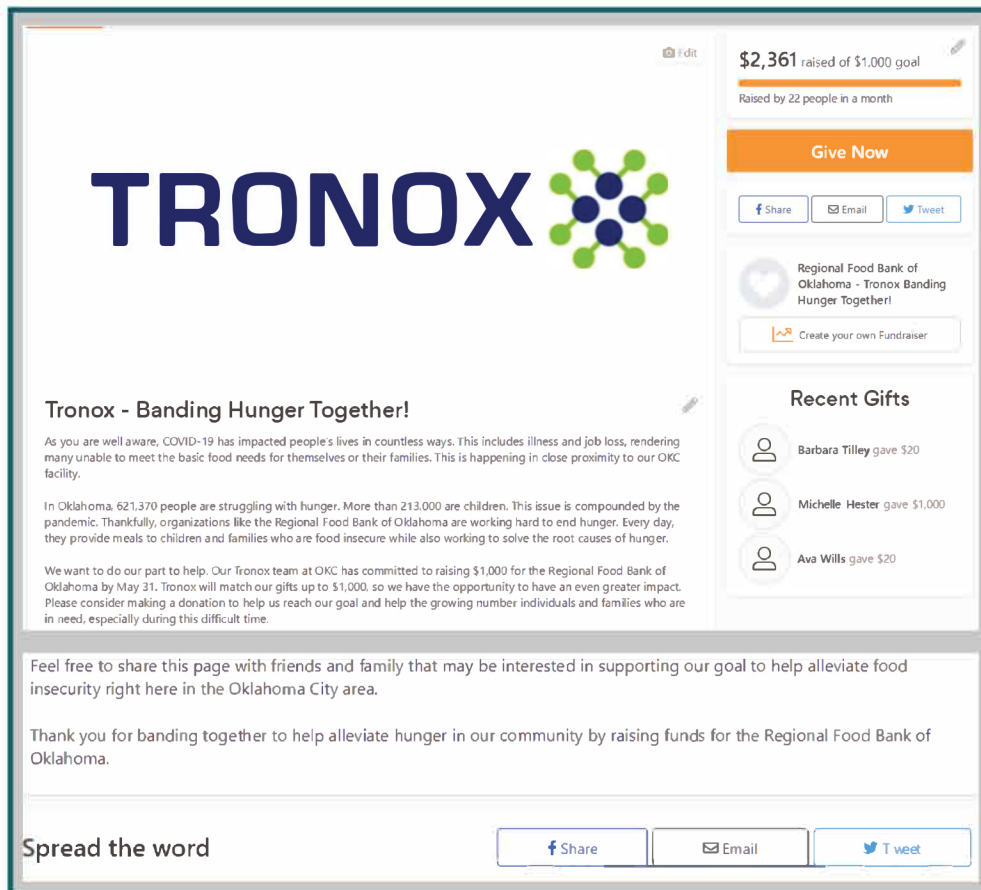
We highly encourage the fund part of this drive, because for every dollar donated, the Regional Food Bank helps provide four meals to the community. Financial gifts also support our innovative programs including those addressing childhood hunger and helping seniors gain access to nutritious food.

**\$1 = 4 MEALS**



If you choose to raise funds, we can create a personalized giving page for your team. This is where you can get creative! Come up with a campaign title for your drive. For example, *Tronox: Banding Hunger Together*. You can also customize the page with a photo of your choice, a compelling description, a fundraising goal and a website link for you to share and promote your drive.

### Example giving page:



**TRONOX**

**Tronox - Banding Hunger Together!**

As you are well aware, COVID-19 has impacted people's lives in countless ways. This includes illness and job loss, rendering many unable to meet the basic food needs for themselves or their families. This is happening in close proximity to our OKC facility.

In Oklahoma, 621,370 people are struggling with hunger. More than 213,000 are children. This issue is compounded by the pandemic. Thankfully, organizations like the Regional Food Bank of Oklahoma are working hard to end hunger. Every day, they provide meals to children and families who are food insecure while also working to solve the root causes of hunger.

We want to do our part to help. Our Tronox team at OKC has committed to raising \$1,000 for the Regional Food Bank of Oklahoma by May 31. Tronox will match our gifts up to \$1,000, so we have the opportunity to have an even greater impact. Please consider making a donation to help us reach our goal and help the growing number individuals and families who are in need, especially during this difficult time.

Feel free to share this page with friends and family that may be interested in supporting our goal to help alleviate food insecurity right here in the Oklahoma City area.

Thank you for banding together to help alleviate hunger in our community by raising funds for the Regional Food Bank of Oklahoma.

**Spread the word**

**Recent Gifts**

- Barbara Tilley gave \$20
- Michelle Hester gave \$1,000
- Ava Wills gave \$20

## Questions?

**Please contact:**  
**Whitney  
Atteberry**

Event Specialist  
405-600-3193  
watteberry@rfbo.org

We also welcome cash and checks. Please make checks payable to "Regional Food Bank of Oklahoma." All checks and cash received will need to be mailed or delivered to the Regional Food Bank's offices. Please contact the Event Specialist with any questions.

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## Food Delivery Procedures

The receiving hours of donated products are Monday-Friday, 8 a.m to 4:30 p.m. Our office is located at 3355 S. Purdue, Oklahoma City, OK 73179.

Please reference the Food and Fund Drive Delivery Procedure document for details on how to deliver all donated products to the Regional Food Bank. If you are unable to deliver the donation to our facility, we will connect you with a Regional Food Bank partner agency.

Please confirm with the Event Specialist prior to delivering food donations so we have staff available to unload and weigh your food.

## Here to Help

Once you register, the Event Specialist will reach out to assist in planning your drive.

Your designated leader for the drive will create a team within your organization, business, school etc. to plan, set goals, execute and wrap-up your drive.

Whitney Atteberry will be your primary contact to help guide and support you through this event. If she is unavailable, a member of our Community Engagement team will provide you with anything you need.

**Whitney  
Atteberry**  
Event Specialist  
405-600-3193  
[watteberry@rfbo.org](mailto:watteberry@rfbo.org)

**Natalie Wood**  
Director of Community  
Engagement  
405-600-3174  
[nwood@rfbo.org](mailto:nwood@rfbo.org)

## Let's Get Started

The Regional Food Bank Event Specialist is here to support you throughout your Food and Fund Drive. Before you start planning your drive, please fill out the registration form:

**[Food and Fund Drive Registration](https://app.smartsheet.com/b/form/d0bb8ac2acff4db29328f9a84a6a1d22)**

<https://app.smartsheet.com/b/form/d0bb8ac2acff4db29328f9a84a6a1d22>

**#1**

### Build a Team

**Don't go at it alone.**

Recruit other dedicated, compassionate, excited team members to plan the best drive possible.

**#2**

### Lock It Down

**Finalize your timeline.**

Keep it short and goal oriented. The most effective drives run two to four weeks.

Get your team together to set the drive dates and create a plan to execute the greatest possible outcome for this drive.

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Supply Pick-Up Donation Drop-Off

Date: \_\_\_\_\_ Date & Time: \_\_\_\_\_

Date: \_\_\_\_\_

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Atteberry**

Event Specialist  
405-600-3193  
[watteberry@rfbo.org](mailto:watteberry@rfbo.org)

#3

## Plan Activities

**Activities provide fun team-building opportunities.**

The events and activities that your team plans around your drive are an opportunity to have fun while connecting to the mission of the Regional Food Bank.

Host an education event.

Schedule a speaking engagement, contact the Event Specialist to get this on the calendar. We would be happy to discuss how the Regional Food Bank fights hunger and share what a Food and Fund Drive is and how it impacts the community. We have also included two printable resources for you to share with your team or include an all-staff email.

#4

## Set Your Goal

**Keep it challenging, yet obtainable.**

Your team will love the feeling of reaching a defined goal.

If you have participated in a Food and Fund Drive in the past, challenge your team to a 15% increase. Create incentives for your team to reach your goal!

Keep up communication with your team about the progress of your drive. Utilize our printable posters to share how far you are from the goal you set.

Our goal is: \_\_\_\_\_ Dollars \_\_\_\_\_ Pounds

#5

## Activate Your Leaders

**From the bottom-up to the top-down.**

Teams are inspired by leaders who care and are passionate about their work.

Get your leadership team involved in your drive by asking them to send a personal email or letter to the team and invite them to internal events.

#6

## Spread the Word

**Don't reinvent the wheel; our resources are made to help.**

We're here for you! We want your team to know what we do and why we do it.

Communicate your participation with your team by sending out a calendar of events, setting up educational opportunities and using our digital resources.

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Atteberry**  
Event Specialist

405-600-3193  
watteberry@rfbo.org

#7

## Wrap it Up

**Communicate your results to the Regional Food Bank and your team.**

When you are approaching the scheduled end date, make sure your team knows the final push is coming.

Once you have reached the end of your Food and Fund Drive, the food donated will be weighed at your designated drop-off location. If you received cash or check donations, please mail them to the Regional Food Bank.

Regional Food Bank of Oklahoma  
PO Box 270968  
Oklahoma City, OK 73137-0968

Raised: \_\_\_\_\_ Dollars \_\_\_\_\_ Pounds = \_\_\_\_\_ Meals

#8

## Stay in Touch

**This is just the beginning of a great relationship with the Regional Food Bank, we are your partner in the community.**

Your engagement with the Regional Food Bank doesn't end here. We have year-round opportunities for your team to be involved with our work.

Stay in touch about upcoming activities! Way to go!

Three quick and easy ways to keep in touch with the Regional Food Bank:

1. Follow us on social media:  
Facebook @regionalfoodbank  
Instagram @rfbo  
Twitter @rfbo
2. Subscribe to receive our monthly Volunteer Newsletter.  
Here is the link to sign up  
<https://mailchi.mp/regionalfoodbank/volunteer-newsletter-sign-up>
3. Sign up to become a Virtual Volunteer at [rfbo.org/virtual-volunteer](http://rfbo.org/virtual-volunteer)

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