



## How To Have A Successful Donation Drive

### Why Host A Donation Drive?

In Piscataquis County, 1 in 5 people are food insecure. That can mean making the choice between paying bills or buying food. It may mean not knowing when or where their next meal is coming from. Or relying on food that is not nutritious and doesn't allow you to work, go to school, or function at their best level. Piscataquis Regional Food Center is a non profit organization working with local food cupboards and other organizations to provide individuals and families access to resources needed to acquire healthy food. Volunteers and donations are at the heart of every Food Cupboard in our area. Without community support like yours, our neighbors will be hungry.

Your donation drive can happen at any time of the year, and for as long or as short of a period as you like. Every year, concerned and caring community members like yourselves keep our food cupboards open and to help end hunger and its causes here in your own backyard.

### Here Is How To Start Your Own Donation Drive!

We will give you all the information and support you need for a successful donation drive. Check out our information pages on top 10 Most Needed Food and Non-Food Item lists <https://www.prfoodcenter.org/help-out> as well as graphics and statistics that you can share. You will be prepared with all the tools and frequently asked questions to share personally and on social media your donation drive.

[www.prfoodcenter.org](http://www.prfoodcenter.org) (207) 802-8230 [info@prfoodcenter.org](mailto:info@prfoodcenter.org)  
@PRFoodCenter



## Donate to an Existing Drive

We don't always have time to do all the things we want to do. Here are some ways you can donate without being in charge.

- PRYMCA has a food donation box in their lobby. You can drop off your donations there at any time
- USPS does a food drive every spring, keep your eyes out in the mail for the details
- Local Food Cupboards are always in need of donations. Look for their websites or contact us for further details on how to donate items or money directly to them
- PRFC takes donations for specific programs, check out our donation page.

## Frequently Asked Questions:

Q: How do I start a drive?

A: Visit our webpage [www.prfoodcenter.org/help-out](http://www.prfoodcenter.org/help-out) to find the list of top 10 Food, Non-Food, and Kitchen Gadgets food cupboards need. Plan where your donations will be dropped off, and then begin sharing!

Q: How do I promote our drive?

A: In a perfect world, you will begin promoting it a week or two before you actually begin to collect donations.

- Read up on food insecurity facts on our website to share WHY you are asking for donations
- Check out our marketing materials [www.foodcenter.org/help-out](http://www.foodcenter.org/help-out) and add your company logo or other information on to it.
- Print posters to distribute and hang. We highly encourage this activity one week before the actual collection to allow your donors to plan ahead for their donation
- Make sure your contact information as the coordinator is easily accessible as well as the time frame and drop site for donations.
- Set a specific goal: "We intend to collect 100 lbs of food." or "Our goal is to collect 500 meals." Quick note: 1.2 lbs of food=1 meal or \$1=3 meals
- Be friendly and enthusiastic when asking for donations. Share your story and drive in several ways. The more you share, the more you collect.

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- Plan to do it again next year! The people that you repeatedly engage will be looking for your invitation to help out year after year.

Q: Can I use your logo and designs to promote our drive?

A: YES! You can download any of our materials at [www.prfoodcenter.org/help-out](http://www.prfoodcenter.org/help-out) If you do create your own graphics/designs with our logo, we do ask that you send it to us for review to make sure our brand and message is consistent. Please email anything to [erin@prfoodcenter.org](mailto:erin@prfoodcenter.org) with a subject of Donation Drive Marketing. Don't forget we have lots of marketing materials on our website as well.

Q: Is it better to collect food and non-food items or monetary donations?

A: We need both!

- Donating Funds: Here at PRFC and our local food cupboards, we can purchase food at bulk rates to feed more people! \$5 can mean up to 15 meals!
- Donating Food: Donating food allows you to take control and give the items from our Top 10 list, or any other foods you would like to contribute.

Q: What is the best time of year to have a Donation Drive?

A: Hunger doesn't take a holiday. While there tends to be more drives in the fall and holiday seasons, anytime is a good time to help out a neighbor!

Q: How long should we hold our Drive?

A: It's your Drive so that is up to you! You can do a one day, one week, or one month Drive. We like to remind you that donations tend to trickle in for a day or two after the cut-off dates so plan accordingly for the delivery of the donation.

Q: What kind of food should we gather?

A: Visit [www.prfoodcenter.org/help-out](http://www.prfoodcenter.org/help-out) for a Top 10 Most Needed Items list compiled from talking to customers of local food cupboards.

- Non-Perishable Foods should be properly packaged, unopened, and not expired. Those items will be turned away
- Homemade goods are not accepted. All foods must come from a licensed kitchen

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- If you are interested in donating fresh produce, meat, other perishable items, please contact Erin Callaway at (207) 343-0171 or email [erin@prfoodcenter.org](mailto:erin@prfoodcenter.org)

Q: Do you take non-food items?

A: Yes! We have a list of Top 10 Non-Food donations listed at [www.prfoodcenter.org/help-out](http://www.prfoodcenter.org/help-out)

Q: Where do we drop off our donations?

A: Donations can be dropped off Monday-Friday 9am-4pm at 76 North St. Dover Foxcroft. We can, on occasion, pick up donations but coordination ahead of time is needed.

Q: What happens to our donations once dropped off?

A: Donations are sorted by type in our warehouse and then distributed to local area food cupboards.

Q: What if I have questions not on this list?

A: Just give us a call, we'd be happy to answer all your questions for you. (207) 802-8230 or email at [info@prfoodcenter.org](mailto:info@prfoodcenter.org)