LISTEN
Community Services

# FOOD DRIVE TOOLKIT

Tips and resources to host
a successful food drive

LISTEN Community Services | (603) 448-4553
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# INTRODUCTION

Thank you for downloading LISTEN's Food Drive Toolkit! Together we can make a difference in our community and help our neighbors facing food insecurity. This toolkit will provide you with the resources you need to host your very own food drive, including:

- Tips for a successful food drive
- A wishlist of needed food items
- An info sheet for collecting and delivering food items
- Customizable flyers to spread the word about your drive and printable wishlists

## QUESTIONS?

**PLEASE CONTACT US!**

**Guy Murphy**
**Food Program Associate**
**60 Hanover Street**
**Lebanon, NH 03766**
**guy.murphy@listencs.org**

# THANK YOU!

Thank you for organizing a food drive on behalf of LISTEN's food assistance programs. With your support, people across the Upper Valley will gain reliable access to the nutritious food they need. Your partnership means that we can fight food insecurity right here in our community.

## About LISTEN

For more than 50 years, LISTEN has provided vital assistance to thousands of our Upper Valley neighbors facing financial hardship. LISTEN's Service Coordinators connect individuals and families with a variety of resources, helping them to stay in their homes, have heat and electricity, and keep food in their cupboards.

## Food Pantry

Our Food Pantry in Lebanon, NH is open five days a week to anyone, no matter where they live, and provides people with fresh produce, pantry staples, and personal care items. Everyone who visits is served regardless of their income.

## Community Dining Hall

Our Community Dining Hall in White River Junction, VT serves 150+ lunches and dinners every weekday. All community members seeking a freshly made meal are welcome.

Volunteers play a key role in LISTEN's food assistance programs. Under the supervision of our Food Pantry Manager and Community Meals Manager, volunteers sort, organize, assist, and contribute to day-to-day operations. Our programs rely on food donations to stock the shelves. Many donations come from local food and fund drives.

# UNDERSTANDING HUNGER AND SUPPORTING OUR COMMUNITY

- Due to the ongoing cost-of-living crisis, many Upper Valley neighbors are forced to choose between vital needs. LISTEN serves people every day who, without support, would have to make the impossible decision of whether to eat or pay bills.
- Community members who come to LISTEN's Food Pantry and Community Dining Hall for help are among the most vulnerable, those who are without the resources to weather the storm of unexpected income loss or mounting bills.
- Last year, 5,533 people received 495,230 pounds of produce and shelf-stable goods from LISTEN's Food Pantry.
- Last year, LISTEN served 47,051 meals at the Community Dining Hall, and relied on more than 20 volunteer cook teams to prepare and serve food.
- According to Feeding America, 11.2% of the population in New Hampshire (158,000 people) and 12.9% of Vermonters (83,570 people) were food insecure in 2024.

# GETTING STARTED

If you have any additional details that you would like to discuss with LISTEN's staff, please contact Guy Murphy, Food Program Associate, at guy.murphy@listencs.org.

## → PLAN

Choose your date(s), location(s), and what kind of event you'll be holding.

### Key questions:

- Are you collecting food, raising money, or both? In addition to food drive donations, monetary donations via cash or check are also accepted to help our Food Pantry and Community Dining Hall purchase food and ingredients directly.
- Does the event conflict with any other significant events planned for that time? Or would planning your drive around an event, such as a holiday party or sports game, help your drive succeed?
- Do you have a group of organizers to help you receive, monitor, and deliver donations?
- If you are collecting funds alongside food, do you have a safe place to store cash and checks?

## → PREPARE

Tell everyone about your event—family, friends, coworkers, and neighbors. You can use the templates we provide in this toolkit to create flyers and post on social media. Keep us updated, so we can help spread the word too! Tag us @listenthriftstores on Instagram and LISTEN Community Services on Facebook!

### Key questions:

- How can you ramp up and/or sustain interest from your initial announcement of your drive to the time of your event?
- What networks can you use to further promote your drive?

# → PROMOTE

Make sure that you have the appropriate materials and space to carry out your drive in the days leading up to your event! Feel free to print the flyer included in this toolkit for collection bins and attach it to a container, cardboard box, or other heavy-duty bin to collect your donations.

## Key questions:

☐ Do you have enough collection boxes/space for your anticipated quantity of donations?

☐ If you are collecting funds alongside food, do you have a safe place to store cash and checks?

☐ Do you have a group of organizers to help you receive, monitor, and deliver donations?

Checks should be made out to LISTEN Community Services. Please write "food assistance" in the memo line. They can be mailed to 60 Hanover Street, Lebanon, NH 03766 or handed to a LISTEN staff member.

# TIPS FOR A SUCCESSFUL FOOD DRIVE

- **Choose a location** → Wherever you decide to hold your drive, make sure it's a place where a lot of people are available to contribute. Schools, workplaces, neighborhoods, churches, clubs, or other community groups are a great start! Places where food is available to purchase nearby is a bonus!
- **Be sure to advertise** → Make sure you advertise your drive. Use the flyers provided in this kit to spread the word. Mention the drive in a newsletter or email potential participants. Create an event on Facebook to help get the word out. Consider using other social media sites to communicate with participants.
- **Make it competitive** → Contests can motivate people. If you are holding the drive at your school or workplace, challenge different departments, grades or teams to bring in the largest amount of food. Offer a special prize to the winner!
- **Maintain momentum** → Keep participants updated on the progress of the drive to maintain interest and involvement throughout the collection period.
- **Thank your donors** → Thank your donors and teammates for their assistance in making your food drive a success! Consider a "thank you" social media post or handwritten thank you notes.

# DELIVERING ITEMS TO LISTEN

Please bring all donated items to LISTEN's Food Pantry located at 60 Hanover Street in Lebanon, NH. (If you have items for the Community Dining Hall in White River Junction, VT, please indicate that and we will deliver them for you.) It is helpful to let us know what day you plan on delivering. **Please contact Guy Murphy at guy.murphy@listencs.org.**

- The Food Pantry is open for donations from 10 AM - 4 PM on Mondays through Fridays. When you arrive, LISTEN staff and volunteers will help you unload your food items.
- We will weigh your donations so that you can share this accomplishment with your network.
- A donation receipt can be provided upon request.
- We encourage you or your group to stay and help sort and stock your items in the Food Pantry when you deliver your items! This is a great way to meaningfully finish out your drive.

# SAMPLE CAPTION TEXT

## Longer Captions or Text Posts:

- We are partnering with LISTEN Community Services to collect non-perishable food items. You can join us and help our Upper Valley neighbors on [date and time]! 💚
- "Food insecurity is on the rise in the Upper Valley. LISTEN provides fresh produce, pantry staples, and personal care items to anyone who needs help. Last year, the Pantry assisted more than 5,533 people. Help us support them and our neighbors! 📦🍎
- We need your help! Donate non-perishable foods to our food drive for the Food Pantry and Community Dining Hall at LISTEN Community Services. Together, we can fight hunger in our community! 🍽️🙏
- Hunger exists in the Upper Valley, but we are here to help! Join our food drive for LISTEN Community Services by dropping off non-perishables at [location of your drive]. 🌟🥫

## Shorter Captions:

- Fill a bag, feed a family! 🛍️🥫
- Give a little, help a lot! 💕🍽️
- Together, we can end hunger! 🌍💪
- Donate today, make a difference tomorrow! 📦✨
- Spread love with food donations! ❤️🍲
- Help stock the shelves, one can at a time! 🥫💖
- Be a hunger hero! 🦸🦸
- Let's nourish our community! 🍎🤝
- Your donation = Their meal! 🍽️👏
- Join the fight against hunger! 💪🍝

**Suggested Hashtags:** #PowerofYou, #FoodDrive, #EndHunger, #FightFoodInsecurity, #LISTENCS, #LISTENThriftStores

# SAMPLE GRAPHICS

A JPEG or PDF version of these graphics can be downloaded from the LISTEN website.

Instagram/Facebook Feed Posts:

Instagram/Facebook Story Posts:

# Food Drive

# Drop Off

For LISTEN Community Services

## Thank you for your support!

# We are holding a

# FOOD DRIVE

## For LISTEN

Donate your non-perishable food items and help feed those facing food insecurity in our community.

Drop your items off at our food drive, located at:

_____

_____

Date: _____

Sponsored By: _____

Monetary donations via cash or check will also be accepted to help the Food Pantry and Community Dining Hall purchase food and ingredients directly. Please make checks out to LISTEN Community Services and include "food assistance" on the memo line.

# We are holding a

# FOOD DRIVE

## For LISTEN Community Services

Donate your non-perishable food items to the Food Pantry and Community Dining Hall at LISTEN Community Services and help feed those facing food insecurity in our community.

LISTEN
Community Services

# Help Us Provide Food For Our Neighbors!

Donate your non-perishable food items to the Food Pantry and Community Dining Hall at LISTEN Community Services and help feed those facing food insecurity in our community.

# FOOD
## Donation Wishlist

### Food Pantry

- Baked beans
- Soup
- Crackers
- Juice
- Low-sugar cereal
- Canned tuna
- Shelf-stable meals
- Frozen meals
- Condiments
- Spaghetti sauce
- Fresh produce
- Fruit cups

### Community Dining Hall

- 5 jars spaghetti sauce
- 80-100 dinner rolls
- Large containers of spices
- 4 pounds of ground beef
- 2 large cans of breadcrumbs
- 5-10 packages hamburger or hot dog rolls
- 5 jars peanut butter
- 5 jars jelly
- 10 bags of shredded cheese
- 5 large cans of coffee
- 5-10 bottles of salad dressing
- Laundry detergent

Food donations for the Food Pantry and/or Community Dining Hall are welcome. All donations should be delivered to the Food Pantry at 60 Hanover Street in Lebanon. If you have items for the Community Dining Hall in WRJ, please label them and we will deliver them. Thank you!

Online donations are also welcome anytime. Thank you!
www.listencs.org

CONTACT

Guy Murphy
guy.murphy@listencs.org

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