

# 2017 BC Thanksgiving Food Drive

## Overview

Last Updated: Aug 10, 2017

The purpose of this document is to provide direction to District Food Drive Chairs on running a successful BC Thanksgiving Food Drive (BCTFD) in their area.

## Goals for 2017

- Increase pre-drive Public Awareness of the Food Drive
- Take advantage of Save On Foods offer of store sites for food donations
- Expand Food Banks involvement in the Food Drive ie: Virtual Food Drive
- Expand Drop off Box program into areas not reachable through door-to-door bags

## Provincial Committee Responsibilities

A committee has been set up with overall responsibility for the BC Thanksgiving Food Drive

### Provincial Committee for 2017

- Overall Leader Responsible: Neil McKenzie & Paul Hardy
- Director: James Cheyne (email: [director@bctfooddrive.org](mailto:director@bctfooddrive.org))
- Asst Directors: Josh Penner, Daniel Bill
- Social media: Josh Penner

### Provincial committee responsibilities

- Support District Leaders with training, sponsor leads, supplies
- Update and distribute procedures
- Maintain website and Facebook pages
- Run Social media campaign
- Coordinate advertising with local papers
- Gather results from each district and produce a BC wide report
- Managing relationship with province wide sponsors (or may be managed by district initiating the relationship as long as provincial committee is informed)

## District Responsibilities

Each district (stake) is encouraged to assign a District Food Drive Chair to coordinate and lead the Food Drive for their district. Two or three others should be recruited to serve as executive members of the Food Drive Committee. The committee should also include the Stake Public Affairs Director, and one or two Area Food Drive Specialists.

### District chairs Responsibilities

- Coordinate the overall food drive for their district
- Ensure each Area (ward/branch) has Food Drive Specialists assigned and trained
- Coordinate with food banks - with help from Area Food Drive specialists

- Work with their Area food drive specialists to coordinate Bags, flyers, and Thank you cards.
- Help to get partner organizations to participate
- Ensure event is properly communicated in their District
- Coordinate reporting for their District on collection day

## Schedule for Planning Purposes

Here's a guide of the things that should be taken care of leading up to the Food Drive event.

### Mar-May

- Ensure a District Food Drive Chair is assigned and possibly others to serve on the committee. Involve public affairs.
- Ensure event is booked on stake calendar
- The District Food Drive Committee meets to set goals and organize tasks, including...
  - Number of collection route goals for each area
  - logistics of acquiring and distributing flyers and bags;
  - collection site setup and logistics
  - reviewing and responding to emails received on collection week
  - organizing runners to pick up missed donations
  - book facilities where needed
- Coordinate with Food banks. Communicate dates for this year. Understand any issues or changes needed from previous year.
- Ensure Area Food Drive Specialists are assigned
- Invite non-LDS groups to participate

### May-June

- Research local advertising opportunities.
- Ensure additional route maps are created if needed.
- Identify any community partners by mid-June: this will ensure you have a good idea of the number of flyers, bags, route maps, etc. that you will need.
- Determine number of bags and flyers needed

### Jul-Aug

- Confirm email arrangements for collection week. Who will manage the emails.
- Area Food Drive Specialists begin signing up volunteers.
- Begin advertising in ward and branch bulletins. Notice should also be posted on meetinghouse bulletin boards.
- Confirm arrangements for transportation.
- Arrange printing of flyers and thank you cards, and acquire bags. These should be in the hands of Area Food Drive Specialists no later than 1 month prior to Collection Week.
- Ensure food banks are prepared

## Sept

- Ensure collection sites are organized and staffed, and needed transportation is taken care of.
- Area Food Drive Specialists should distribute bags/ flyers to volunteers the 3 weeks before collection week

## Monday and Tuesday of Collection Week:

- Volunteers deliver bags/flyers along collection routes.
- District Food Drive Chairs and Area Food Drive Specialists deal with queries from the public and resolve any lingering issues, such as shortages of supplies.

## Collection Saturday:

- Volunteers pick up donations from collection routes between 10:00 am and 2:00pm and bring them to their assigned drop off location. Donations are boxed and transported to local food banks.
- Area Food Drive Specialists gather reporting information as food is brought to the drop off location.
- One or two assigned people in each area should be ready to go and pick up any missed donations. These should be emailed to them from the District.
- Area Food Drive Specialists forward reporting information to District Food Drive Chairs by Saturday evening. This should be consolidated at the District level and forwarded to the BCTFD Director on Saturday night.

## Post Collection Day Activities

- Each district will receive a summary report from the provincial committee, which can be used for publicity purposes.
- It may be helpful to conduct a wrap-up meeting for the district Food Drive Committee each year.
- Where appropriate, post a thank-you notice in local newspapers.

## General Information

- **Email instead of Call Centre.** As was done last year email will be used which will be managed by each sdistrict.
- **Thank you cards.** We are working on a new sponsor for the cards...will advise once confirmed. A template is available for printing if the sponsorship does not materialize this year
- **Pictures and Stories.** We are asking everyone involved to think about taking photos, videos, etc., and forward them to the provincial committee where possible. We are also interested in any meaningful stories from the members about their experiences. Some of this will be used for stories on our website and Facebook pages.

## Website and Social Media

- Facebook Site. A Facebook page exists for the BC Thanksgiving Food Drive. An effort is underway to revamp this and put a process in place it fresh and up to date.
  - <https://www.facebook.com/BC-Thanksgiving-Food-Drive-212576298780347>
- Website. We are looking into enhancing our website to update the appearance and make it more user friendly. We are also expanding the Member Resource area
  - <http://bctfooddrive.org/>

## Appendix

### Basic Model for Food Drive – How it Works

The basic model for local food drives is derived from the success of similar past efforts in the Vancouver Stake and in Calgary. Volunteers who agree to help are assigned routes in their neighborhoods, and deliver flyers inviting residents to donate non-perishable food items. These items are picked up by the same volunteers, boxed and delivered to local food banks.

Local circumstances may require certain adaptations, but this basic model should work. The Food Drive is organized around a Collection Week. Volunteers receive bags and flyers from their Area Food Drive Specialists during the preceding two weeks, and then deliver these along designated collection routes on Monday and Tuesday. The flyers identify who we are, explain our purpose, and indicate that those wishing to make donations to their local food banks should leave non-perishable food items on their doorsteps before 9:00 am on Saturday. Our volunteers return on Saturday morning to pick up the donations, and take them to the agreed drop off location. The food is boxed, and delivered to the appropriate local food bank. Although the District Food Drive Chair is responsible for overseeing this project for the entire district/stake, he or she needs to rely in large part on the efforts of Area Food Drive Specialists

To create more of a social event, an activity such as a pancake breakfast or lunch at the drop of location can be organized. Volunteers may also be organized to help with sorting food donations. The latter is something that should be discussed with your food banks before proceeding.

### Email addresses

It is necessary to provide means for people in the community to contact us during Collection Week. The public will have questions about who we are and where their donations are going, and will especially need to contact us on Collection Saturday when our volunteers accidentally miss picking up food items.

In 2015, BCTFD Call Centre phone services were no longer be available during Collection Week. As we consider that email is now an acceptable standard, we have determined that using email addresses on our flyers should suffice as a means for allowing the public to contact us regarding missed donation pickups. We have set up dedicated Gmail accounts for each unit in the province, and recommend that you use these where appropriate:

- We strongly discourage the use of personal emails on flyers. It will be much easier to transfer responsibility for monitoring these accounts between different volunteers - especially where it happens that a key volunteer is replaced in their position late in the season.
- Using these emails will allow us to remain organized from year to year, without needing to repeatedly chase down personal contact information.
- If your local food drive officers prefer, Gmail accounts can be set up so that incoming messages are forwarded to another personal address during Collection Week.

One or two people should be assigned to monitor the email inbox and provide prompt replies. On collection day they will forward that information to the Area Food Drive Specialist, who will accept responsibility for going out and retrieving missed donations.

Email addresses relating to your district have been created.

### Community Partners

One of the goals of the Food Drive is to improve ties between the community groups in our communities. We encourage volunteers to invite their individual friends and acquaintances to work with us during collection week. The hope is to also recruit entire groups of volunteers to join us as Community Partners. These might be drawn from clubs, businesses, church congregations, or others. District and Area leaders should ensure that attempts to establish these relationships are conducted in an orderly manner by consulting with Area or District Food Drive officers. We suggest that the Districts set modest goals in this area.

Community Partners should be invited to participate in every way possible, including completing collection routes, planning for the food drive, and providing material support. District Food Drive Chairs are specifically encouraged to welcome Community Partner representatives as full, participating members of their Food Drive Committees. Community Partners should also be acknowledged as equal partners on our flyers and in our public notices. We ask that District Food Drive Chairs report to the provincial committee when any Community Partner relationships are established. This will ensure that outside groups receive full recognition in communications issued by our provincial Public Affairs team, and will help us in recruiting affiliated groups in other Districts.

### Sponsors

The BCTFD program includes goals for establishing sponsoring relationships with organizations. The intent is to ensure that Community Partners are given equal recognition.

Sponsors may come in the form of Material Sponsors, or Matching Sponsors. The first attaches to any group or business that is willing to donate materials or services we need to run the food drive. These include transportation, or advertising services, as well as bags or flyers. Matching Sponsors will include any entity that is willing to contribute additional food or financial donations to the food banks according to what we collect.

District and Area food drive officers are welcome to search out and establish such relationships as they pertain to their own units, and should also look for opportunities which might apply to the broader program.

We ask that District Food Drive Chairs consult with the provincial Committee before extending formal invitations to potential sponsors. While we will always encourage local efforts in this regard, we need to ensure that we are not creating conflicts between competing businesses. A reminder as well that all Material and Matching Sponsors should be appropriately acknowledged in our public communications, including our flyers.

### Mapping Collection Routes

Determining the layout of collection routes is one of the most challenging tasks related to the Food Drive. Our maps need to be exact so as to reduce confusion among our volunteers, and should be created in an editable format allowing for easy reproduction. These routes are vital to ensuring that the work of our volunteers does not overlap, and that others can be recruited to step in and complete routes when exigencies arise. Although the size of routes may vary, 175 to 200 address each is a reasonable goal. In hilly areas, or where houses are set apart from each other by large lots, it might be more reasonable to go as low as 125 to 150 addresses, but it is probably better to avoid those areas where possible. ‘Addresses’ here refers to stand-alone dwellings, duplexes, and townhouses; the model we use for collecting food is not suitable for apartment buildings or places of business.

The first step is to access base maps that show individual homes or properties – and start counting. This can be done through Google Maps, which has a tool for drawing simple lines around each route. In Google Maps you can count housetops and divide them up into groups of 175-200. Another option is to obtain “grid” maps, which are generally available through municipal governments. These show a clear outline of each property and its corresponding street address, but do not delineate businesses, apartments, etc. They will work, but only if the routes are counted out by someone with good local knowledge. Once identified the routes need to be transposed onto maps that can be printed and handed out. The layout of individual routes can be retrieved from Google Maps and printed.

There are certainly other methods that will work, such as photocopying or printing segments of basic street maps and using highlighter to draw the routes. This might be a good option for remote areas with small congregations that will only complete 15-20 routes. The same could be done with municipal grid maps, but it is important to ensure that we only use photocopies of maps that are in the public domain.

It will be of benefit in the long run if the plan you choose does not require a wholesale repeat of effort each year. The most technical method suggested here is also the most time consuming at first, but it produces a catalog of route maps which never need to be created again; oppositely, photocopying and drawing routes by hand is something that would have to be repeated every year. Third, ensure that the maps are exact in detail, especially in indicating if a particular collection route includes only one side of a street, in order to avoid confusion and wasted effort.