



# Food and Fund Drive Planning Guide

Thank you for hosting a food drive benefiting the Wichita Falls Area Food Bank and our partners! Together, we are creating a community where no one experiences hunger.

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## Register your Food and Fund Drive

If you haven't already done so, please consider pairing your food drive with an online fund drive! At the WFAFB, every dollar donated provides nearly two meals for our neighbors in need- this means your group's impact could be HUGE online and off. Hosting both drives simultaneously gives your participants the ability to choose how they would like to contribute.

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## Set Your Goal

**Keep it challenging, yet attainable!** Check if your organization has a donation matching program to make your impact even greater! Create competition between departments, offer incentives to participate, or add your own touch to the drive to fit your team culture.

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## Spread the Word

Once you have the logistics decided, it's time to figure out how you'll promote your drive. Do you have a regular meeting or announcement that goes out to all intended participants? Do you have a social media account or email list? Use those channels to announce the food drive and keep everyone excited! Checkout our toolkit where we have resources to help you get the word out. We would love to be tagged in any social media posts!

Facebook @WFAFB

Instagram @WFAFB

LinkedIn: @ Wichita Falls Area Food Bank

Twitter @WFAFB

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## Ready, Set, Give!

Throughout your drive, take pictures, send out updates, and keep the conversation going with your group!

**Questions? Please contact:**

Madeline Eubanks | Director of Development | MadelineEubanks@wfab.org | (940) 766-2322

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## Wrap Up

You did it! Take a group picture and thank all participants. Once all donations are collected, ask your volunteers to help you deliver to the WFAFB. If any cash or check donations were brought in, please deliver them to the WFAFB or contact Madeline Eubanks, Director of Development.

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## Stay in Touch

Your relationship with the WFAFB doesn't end here! We have year-round opportunities for your team to be involved with our work!

- Sign up to volunteer at [www.wfab.org/volunteer](http://www.wfab.org/volunteer)

Your involvement in the fight against hunger is greatly appreciated by the WFAFB team and the neighbors we serve.

**Questions? Please contact:**

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